

# ENTERTAINMENT AND EVENTS MARKETING (MEEM1-CE)

## MEEM1-CE 8120 Entertainment Marketing Summer Intensive (4 Credits)

This one-week intensive, which can be taken as part of our 10th annual, two-week [http://scps.nyu.edu/academics/course\\_detail.html?id=MEEM1-CE9558](http://scps.nyu.edu/academics/course_detail.html?id=MEEM1-CE9558) program, is designed for those with a specific interest in entertainment marketing. Topics include branding, marketing and promotional strategies and tactics, marketing campaign development, entertainment properties (music, film, theater, CD/DVD, and live), digital entertainment, wireless, gaming, entertainment law, licensing, and merchandising.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## MEEM1-CE 8121 Events Marketing Summer Intensive (4.5 Credits)

This one-week intensive, which can be taken as part of our 10th annual, two-week [http://scps.nyu.edu/academics/course\\_detail.html?id=MEEM1-CE9558](http://scps.nyu.edu/academics/course_detail.html?id=MEEM1-CE9558) program, is designed for those with a specific interest in events marketing. Topics include branding, marketing and promotional strategies and tactics, marketing campaign development, production, execution, sponsorship, public relations and 360° media (radio, TV, print, online, VOD, mobile, and podcasts), budgets, timelines, vendor suppliers, research, and event staging.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## MEEM1-CE 8600 LGBT Marketing and Public Relations (2 Credits)

On average, LGBT households spend seven percent more than non-LGBT households (Nielsen). With over \$830 billion in sales up for grabs, brands are increasing their marketing efforts to the LGBT community. Marketing to this unique and diverse audience requires more than just pride parades and rainbow flags. Building upon the concepts of a total market strategy, this course focuses on the specific skills and understanding that are needed to be successful within the LGBT community. Learn about the history of LGBT marketing and various struggles of the LGBT community in specific industries, such as healthcare, liquor, music, and finance. This course explores the key differences in marketing to LGBT audiences and provides methods for assessing the possibilities of LGBT campaigns for various companies. Upon completing this course, you will be a resource for internal and external communications departments that are seeking to build and strengthen their position within various LGBT communities or to run LGBT-focused marketing campaigns.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## MEEM1-CE 9016 Film Marketing and Public Relations (1.5 Credits)

With an annual revenue of over \$10 billion, the motion picture industry is full of opportunities for the creative marketing professional. Both independent and major films rely on getting their message out through diverse platforms that incorporate mainstream and grassroots tactics. Explore audience development; the use of screenings and special events; and the roles of social media, partnerships, and outside-the-box methods to reach target audiences. Learn the nuances of successful film marketing and PR to enhance your ability to produce and implement vibrant marketing plans across multiple media platforms.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## MEEM1-CE 9222 Marketing Metrics: Maximizing Your Company's Return on Investment (ROI) (1 Credit)

Learn how to align marketing budgets and metrics with enterprise goals. Learn to shift from "cost" to "investment" on the profit and loss statement and acquire essential strategies for demonstrating the value of a marketing campaign and contribution to your company's bottom line. Gain the insights to formulate questions and answers, including: What items can be tracked against spend? What values does each item have? How do my metrics vary by program or campaign, by product or service profitability, and by audience and channel? Acquire results-driven know-how as you learn to access current data, create a strong customer and marketing strategy, analyze results of your marketing campaigns, and ensure integration among multiple customer touch points.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## MEEM1-CE 9287 Strategic Entertainment Partnerships (1 Credit)

Learn how to achieve business goals through strategic entertainment partnerships. In today's business climate of increasingly tight marketing budgets and celebrity mania, utilizing music, film, and television properties to add value to a brand's appeal and deliver on brand objectives is one of the fastest-growing marketing practices. Learn how to develop a partnership strategy, differentiate between a partnership and a sponsorship, determine which entertainment properties make the most sense for a partnership with your product, and develop and implement an effective communication program that yields results from the partnership.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## MEEM1-CE 9296 Special Events Marketing Strategies (2 Credits)

Explore events marketing from ideation to results analysis. This introductory course covers the core principles of the industry, from the perspectives of both client and agency, including the who, what, how, when, where, and why of events marketing. Participate in a mock campaign and examine how events fit into a fully integrated marketing communications program. Discuss strategic planning, creative development and production, sponsorships, partnerships, and benefits, with a particular emphasis on return on investment (ROI). Guest speakers are featured.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9300 Breakthrough Creative Hacks to Overcome Marketing and Design Challenges (1 Credit)**

This course guides you through practical exercises, techniques, and tips to overcome common challenges faced by marketers and creatives when ideating, presenting, and evaluating strategies, concepts, and creative campaigns. This intermediate course is cotaught by a brand and marketing strategist and a visual/design strategist. The team has compiled the best not-taught-in-textbook techniques that they have learned from years of participating in industry courses, workshops, and conferences and have refined through real-world application. Topics include better brainstorming techniques, active listening to get a better brief, and storytelling for presentations. Also, learn how to use mood boards for more accurate creative work, to present and evaluate creative output objectively, and to eliminate subjective feedback.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9558 Entertainment and Events Marketing Summer Intensive (9 Credits)**

NYU-SCPS brings together entertainment and marketing, a business segment that yields more top executives than any other. This intensive, now in its 10th year, covers a wide range of topics through entertainment- and events-related field trips, in-class workshops and exercises, and lectures by well-known industry experts. Learn marketing techniques for creating successful entertainment ventures and events at the local, regional, national, and international levels. For the final team project, create and present an entertainment or events marketing program based on a challenging and relevant case study. Topics include promotional strategies and tactics; marketing campaign development; the role of media; building high-performance teams; and presentation techniques, research, and sales. The course includes site visits to major venues, which in the past have included Lincoln Center, New Amsterdam Theatre, and Radio City Music Hall. The program is designed for junior marketing, entertainment, events, public relations, media, and advertising professionals; recent college graduates; graduate and international students; business owners; freelancers; and consultants.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9566 Social Media and Event Public Relations Strategies (1.5 Credits)**

Designed for public relations and event marketing professionals, this course offers coaching on everything from when to use social media to publicize an event to when it is best to use traditional public relations strategies to plan, promote, and maximize event-day media coverage and attendance. Learn how to properly manage media and sponsor relations, crisis handling, and act as an event spokesperson. As part of individual and group projects, this course requires students to develop newsworthy press material for an event.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9591 Music Marketing (2 Credits)**

Explore an exciting career in the music marketing industry or start your own record label. In this course discuss this and much more, including how traditional marketing principles are applied—and frequently rewritten—for the music industry. Examine key elements of music marketing, including artists, record companies, managers, publicity, booking agents, touring, radio and television, music retailing and distribution, demographics, trends, and the downloading phenomenon. Students analyze and develop marketing plans, track trends, and plan promotional events. Guest speakers are featured.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9595 Sponsorship: Everything You Need to Know to Do It Well (2 Credits)**

Corporate sponsorship has risen dramatically in the past 20 years. Explore the many aspects of sponsorships, including how to select the sponsor, get media participation, and produce collateral materials. Find out how to price your sponsorship; sell to, and renew, sponsors; handle negotiations; and integrate your program with a sponsor's full marketing program. Develop a sponsorship program and learn how to sell it. Marketing and brand managers, sports and entertainment producers, small businesses, and nonprofit professionals benefit from this course.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9605 Entertainment Marketing (2 Credits)**

Entertainment marketing sells movie and concert tickets, makes music a must-have, promotes must-see TV, and creates new media and merchandise. Innovative marketing strategies are crucial to new movie releases, TV programs, DVDs, concerts, online entertainment, and video games. Explore creative marketing strategies that are being successfully deployed in today's highly competitive environment. Examine the dynamics of marketing entertainment through case studies of tie-ins, cross-promotions, branding, franchises, spin-offs, advertising, sponsorships, publicity, and product licensing. Topics include movie marketing, music marketing, the tween phenomenon, celebrity merchandising, music festivals, cable television branding, and the powerful role of digital technology in creating new marketing platforms. Extensive video clips are shown in class. Complete a term project to put your industry know-how into action.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9700 Marketing Corporate Social Responsibility (CSR) and Causes (2 Credits)**

Learn how for-profit and social enterprise brands market their commitment to not-for-profit causes to sell products, increase market share, and promote organizational goodwill. Explore this advanced marketing discipline that combines marketing, public relations, philanthropy, and business. This course includes guest speakers and case studies of traditional and nontraditional cause marketing. Categories include arts and culture, social services, education, the environment, gender equality, and children's causes.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9710 Introduction to Corporate Social Responsibility (2.5 Credits)**

This course presents the evolution of corporate social responsibility (CSR), from its initial shared-value paradigm to its current form in which technology, millennials, and social impact are the primary driving forces. Track the growth of CSR as a sector, examine the multidimensional ways that CSR programs are implemented in corporations today, and present cutting-edge ideas that will shape the future of CSR as an industry. Learn how to use tools such as the Dow Jones Sustainability Indices and the Global Reporting Initiative (GRI) to read CSR reports, and gain an understanding of the environmental, social, and governance (ESG) metrics used by investors and stakeholders to evaluate the environmental impact of corporations. Guest speakers and case studies are incorporated into the curriculum to demonstrate how CSR is implemented in organizations on a practical basis. A detailed analysis of the current state of the field enables you to better understand the public responsibility of corporations, nonprofits, and intermediaries within the global community. Examine how CSR is affecting the traditional roles of human resource departments and corporate foundations within organizations. Ongoing and upcoming trends in the field, such as impact investing, human rights in the supply chain, and the rise of cause marketing in building brand equity, are interwoven around the themes of globalization, competitive advantage, and measurable social impact.

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**Repeatable for additional credit:** Yes

**MEEM1-CE 9874 Sponsorship Activation (1.5 Credits)**

You've sold the event idea to management or a client and you may have even lined up a few sponsors—but now what? Learn how to activate a sponsorship program that provides the best brand presence for your client or organization. Covering what to do before the event, on-site activation ideas and strategies at the event, and post-event techniques, this course coaches students through everything from sponsor relations, planning, promotion, and on-site crisis handling to maximizing the sponsorship package. Examine the who, what, where, when, why, and how of sponsorship activation and understand its importance to events marketers, sponsorship renewals, client hospitality, and bottom-line results.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**MEEM1-CE 9900 Personal and Business Storytelling (0 Credits)**

This workshop-style course explores storytelling—a crucial skill you can use to build a personal brand, effectively manage crises, engage employees, build the confidence of staff, and authentically connect with an audience. Become adept at applying the creative and narrative structure of film to personal and workplace narratives. Bring value to interactions with others, and learn to tell compelling, meaningful stories that give insight into personal character. Film clips will illustrate how storytelling can be used to create memorable experiences and how the same techniques can be applied to personal and business storytelling.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes