BUSINESS OF
ENTERTAINMENT, MEDIA AND
TECHNOLOGY (MINOR)

Program Description
This cross-school undergraduate minor provides a foundation in the
business, theory, and practice of media and entertainment with course
work spanning the Stern School of Business, Tisch School of the Arts,
and Steinhardt. From producing classes in Tisch, Business of Film at
Stern, to artist management at the Clive Davis Institute of Recorded
Music, you’ll gain a fascinating entry into these evolving industries.

Minor Declaration
Students can apply for the minor via
NYU Albert (http://albert.nyu.edu/) in the My Academics section of the Student Center.

Program Requirements
The minor requires the completion of 16 credits, of which 8 credits must
be taken at Stern and 8 credits must be taken through Tisch and/or
Steinhardt. Stern students cannot count a required course from the
Business Core or from their concentration toward the minor. Non-Stern
students should refer to their home school’s policies regarding double
counting. All courses must receive a grade of C or higher in order to be
eligible to count towards the minor.

Course | Title | Credits
--- | --- | ---
**Minor Requirements**
MKTG-UB 40 | Entertainment & Media Industries | 2

**Stern Electives**
Select six credits of the following: | 6
ACCT-UB 49 |  
ACCT-UB 55 | Accounting & Valuation in EMT
ECON-UB 120 | Economics of Media and Entertainment
ECON-UB 125 |  
ECON-UB 211 | Sports Economics
FINC-UB 68 | Financial Analysis in Telecom, Media & Technology
MGMT-UB 9 |  
MKTG-UB 4 | Managing Creative Content Development
MKTG-UB 19 | Business of Publishing
MKTG-UB 20 | Business of Film
MKTG-UB 21 |  
MKTG-UB 22 | Movie Marketing
MKTG-UB 23 | Technology’s Impact On Entertainment & Media
MKTG-UB 24 | Arts Marketing
MKTG-UB 25 | The Business of Broadway
MKTG-UB 39 | Sports Management
MKTG-UB 43 | Deal Making in the Entertainment Industry
MKTG-UB 44 | Television Management: Network, Cable/Satellite
MKTG-UB 45 | Social Media Strategy
MKTG-UB 46 | Globalization of The Entertainment Industry
MKTG-UB 47 | Sports Marketing
MKTG-UB 49 | Business of Producing
MKTG-UB 51 | Craft & Commerce of Cinema: Tribeca Film Fest
MKTG-UB 56 | Digital Business Strategy
MKTG-UB 58 | Business of Video Games
MKTG-UB 80 | Leisure Marketing
MULT-UB 48 | Entertainment Law
MULT-UB 57 | Tech Industry Drivers
TECH-UB 38 | Social Media & Digital Marketing
TECH-UB 60 | Networks, Crowds and Markets

**Tisch and Steinhardt Electives**
Select eight credits of the following:

| 8 |
Tisch Film & Television Electives
FMTV-UT 4 | The Language of Film
FMTV-UT 1023 | Producing the Short Screenplay
FMTV-UT 1028 | Producing for TV (Summer only)
FMTV-UT 1086 | TV Nation: Inside and Out of The Box
FMTV-UT 1092 | Strategies for Independent Producing
FMTV-UT 1093 | Marketing & Distribution for Film
FMTV-UT 1095 | Producing for Film
FMTV-UT 1195 | Legal Aspects of The Entertainment Industry
FMTV-UV 1196 |  
FMTV-UT 1295 | Producing for Film (Summer only)
FMTV-UT 1296 | Production Management: Boards and Budgets (Summer only)
IFMVT-UT 81 | (Study away only)
IFMVT-UT 1295 | (Summer only)
IFMVT-UT 1295G | (Study away only)
FMTV-UT 1170 | Women as Entrepreneurs in Popular Music
REMU-UT 1223 | Music Contracts & Dealmaking
REMU-UT 1225 | Leadership in the Music Industry
REMU-UT 1226 | Funding Your Music Venture
REMU-UT 1231 | The Future of the Music Streaming Economy
REMU-UT 1240 | The Basics of Music Licensing
REMU-UT 1241 | Music Licensing Lab
REMU-UT 1250 | Branding: Sponsorships, Endorsements, Cross-
REMU-UT 1251 | Promotion, & Beyond
REMU-UT 1260 | The Basics of Branding
REMU-UT 1261 | The Business of Artist Management
REMU-UT 1262 | Basics of Artist Management
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>REMU-1269</td>
<td>The Basics of Social Entrepreneurship</td>
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<tr>
<td>THEA-UT 490</td>
<td>Internship (Section 002 Only)</td>
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<td>THEA-UT 678</td>
<td>Producing: Artistic Entrepreneurship</td>
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<td>THEA-UT 679</td>
<td>Ecology of New York Theater</td>
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<td>THEA-UT 685</td>
<td>Theatre Management:</td>
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<tr>
<td>MPAMB-UE 100</td>
<td>Business Structure of The Music Industry (Fall and spring)</td>
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<td>MPAMB-UE 105</td>
<td>Strategic Music and Branding</td>
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<td>MPAMB-UE 101</td>
<td>Data Analysis in the Music Industry: Introduction &amp; Applications</td>
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<td>MPAMB-UE 106</td>
<td>Global Music Trend Analysis (Fall and spring. For students abroad at all NYU sites except London, Madrid, and Accra.)</td>
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<td>MPAMB-UE 200</td>
<td>Concert Management (Spring)</td>
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<td>MPAMB-UE 205</td>
<td>Music Publishing (Fall and spring)</td>
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<td>MPAMB-UE 300</td>
<td>Int’L Music Business Marketplace (Fall and spring)</td>
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<td>MPAMB-UE 1305</td>
<td>The Economics and Law of Music Copyright Regulation (Spring)</td>
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<td>MPAMB-UE 1306</td>
<td>Interactive, Internet and Mobile Music (Fall)</td>
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<td>MPAMB-UE 1307</td>
<td>The Business of Podcasting</td>
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<tr>
<td>MPAMB-UE 1320</td>
<td>Internship in Music Business (Fall, spring, and summer. Prerequisite: Junior or senior standing)</td>
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<tr>
<td>MCC-UE 1006</td>
<td>Television: History/Form</td>
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<td>MCC-UE 1007</td>
<td>Film: History and Form</td>
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<td>MCC-UE 1008</td>
<td>Video Game Economies</td>
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<td>MCC-UE 1016</td>
<td>Media Audiences</td>
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<td>MCC-UE 1020</td>
<td>Business of Media</td>
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<td>MCC-UE 1034</td>
<td>Technology and Society</td>
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<td>MCC-UE 1300</td>
<td>Media and Globalization</td>
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<td>MCC-UE 1304</td>
<td>Global Media and International Law</td>
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<td>MCC-UE 1404</td>
<td>Media and Culture of Money</td>
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<td>MCC-UE 1405</td>
<td>Copyright, Commerce and Culture</td>
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<td>MCC-UE 1571</td>
<td>Rise of Internet Media</td>
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<tr>
<td>MCC-UE 9457</td>
<td>Global Media Seminar: Britain and Europe (Study away in London)</td>
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**Total Credits:** 16

1. Students are highly encouraged to take MKTG-UB 40 Entertainment & Media Industries first because it serves as a foundation class for the study of this minor.
2. See the NYU Tisch website at tisch.nyu.edu/film-tv/course-offering for detailed course descriptions and prerequisites. All non-majors are restricted to section 002 of the listed Tisch courses except for summer programming. To enroll in The Language of Film please see: https://tisch.nyu.edu/film-tv/course-offering/procedures-for-non-majors.
3. Non-Recorded Music majors may request access to these courses in the Clive Davis Institute of Recorded Music by completing the non-major request form. Enrollment is granted in the order received, based upon availability.
4. Non-Drama majors need permission codes to enroll in drama courses. Students should reach out to the specified contact in the Tisch Drama department indicated on the BEMT form online at stern.nyu.edu/portal-partners/current-students/undergraduate/academics/minors to obtain these codes.
5. See the NYU Steinhardt website at steinhardt.nyu.edu/music/business for detailed course descriptions and prerequisites.
6. Business Structure of the Music Industry is a prerequisite for this course. Students may enroll in any Steinhardt Music Business courses, please note that you MUST enroll in MPAMB-UE 100 Business Structure of the Music Industry FIRST. There are non-major sections of MPAMB-UE 100 available each semester (fall and spring) that you can register for without a permission code. Once you have taken MPAMB-UE 100, you will be eligible to enroll in other Steinhardt Music Business courses on this approved BEMT course list. Non-major students can take up to three music business courses in total but only one course per semester.
7. Non-Majors may only take one Music Business course per semester. If you choose to enroll in any Steinhardt Music Business courses, please note that you MUST enroll in MPAMB-UE 100 Business Structure of the Music Industry FIRST. There are non-major sections of MPAMB-UE 100 available each semester (fall and spring) that you can register for without a permission code. Once you have taken MPAMB-UE 100, you will be eligible to enroll in other Steinhardt Music Business courses on this approved BEMT course list. Non-major students can take up to three music business courses in total but only one course per semester.

See Minors and Electives for an updated eligible course list and departmental contacts.

### Policies

#### Program Policies

**Policies Applying to the Minor**

A minimum grade of C is required for all courses intended to count toward BEMT minor and the minimum overall GPA required is 2.0.

The overall 16 credit minimum is required and non-negotiable. Eight credits must be earned from Stern. The remaining eight credits must be earned from Tisch and/or Steinhardt. Some courses may have prerequisite courses that do not count towards the Minor. If the course is not listed, it is not eligible to count. Stern Undergraduate students cannot double count required business core or major courses toward this minor. For Non-Stern Students, please refer to your home school advising center’s policies.
NYU Policies
University-wide policies can be found on the New York University Policy pages (https://bulletins.nyu.edu/nyu/policies/).

Stern Policies
Additional academic policies can be found on the Stern Undergraduate academic policies page (https://bulletins.nyu.edu/undergraduate/business/academic-policies/).