

# 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. Students are required to earn a cumulative minor GPA of at least 2.0 to successfully fulfill minor requirements (e.g. graded coursework, not pass/fail).

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.

Course	Title	Credits
<b>Minor Requirements</b>		
MKTG-UB 40	Entertainment & Media Industries	2
<b>Stern Electives</b>		
Select six credits of the following:		6
ECON-UB 120	Economics of Media and Entertainment	
ECON-UB 211	Sports Economics	
FINC-UB 68	Financial Analysis in Telecom, Media & Technology	
MKTG-UB 4	Managing Creative Content Development	
MKTG-UB 19	Business of Publishing	
MKTG-UB 20	Business of Film	
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 26	Media Masters & Tech Titans: Lessons Learned	
MKTG-UB 27	The Evolution and History of the Entertainment Business	
MKTG-UB 28	Theme Park and Experiential Entertainment Marketing	
MKTG-UB 30	A.I. and Tech Product Management in Media and Entertainment	
MKTG-UB 37	Intro to Sports Betting	
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
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-UT 1196	Producing for Animation
FMTV-UT 1296	Production Management: Boards and Budgets
IFMTV-UT 81	Tisch Goes Hollywood
IFMTV-UT 1295G	Producing for Film & Television

#### *Tisch Clive Davis Institute of Recorded Music Electives*

REMU-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 1237	Music Publishing Lab
REMU-UT 1240	The Basics of Music Licensing
REMU-UT 1241	Music Licensing Lab
REMU-UT 1250	Branding: Sponsorships, Endorsements, Cross-Promotion, & Beyond
REMU-UT 1251	The Basics of Branding
REMU-UT 1260	The Business of Artist Management

REMU-UT 1261	Artist Management Lab
REMU-UT 1262	Basics of Artist Management
REMU-UT 1269	The Basics of Social Entrepreneurship
<i>Tisch Drama Electives</i>	
THEA-UT 490	Internship
THEA-UT 678	Producing: Artistic Entrepreneurship
THEA-UT 679	Ecology of New York Theater
THEA-UT 685	Theatre Management:
<i>Steinhardt Music Business Electives</i>	
MPAMB-UE 100	Business Structure of The Music Industry
MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications
MPAMB-UE 105	Strategic Music and Branding
MPAMB-UE 106	Global Music Trend Analysis
MPAMB-UE 200	Concert Management
MPAMB-UE 205	Music Publishing
MPAMB-UE 300	Int'L Music Business Marketplace
MPAMB-UE 1305	The Economics and Law of Music Copyright Regulation
MPAMB-UE 1306	Interactive, Internet and Mobile Music
MPAMB-UE 1313	The Business of Podcasting
MPAMB-UE 1320	Internship in Music Business
MPAMB-GE 2206	Strategic Marketing in The Music Industry
<i>Steinhardt Media, Culture, &amp; Communication Electives</i>	
MCC-UE 1006	Television:History/Form
MCC-UE 1007	Film:History and Form
MCC-UE 1008	Video Game Economies
MCC-UE 1016	Media Audiences
MCC-UE 1020	Business of Media
MCC-UE 1034	Technology and Society
MCC-UE 1300	Media and Globalization
MCC-UE 1304	Global Media and International Law
MCC-UE 1404	Media and Culture of Money
MCC-UE 1405	Copyright, Commerce and Culture
MCC-UE 1571	Rise of Internet Media
MCC-UE 9457	Global Media Seminar: Britain and Europe

**Total Credits****16**

See Minors and Electives (<https://www.stern.nyu.edu/portal-partners/current-students/undergraduate/academics/minors-and-electives/>) for an updated eligible course list and departmental contacts.

## Additional Policies

### Tisch Film & Television Electives

See the NYU Tisch Website (<http://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 FMTV-UT 4 The Language of Film please see the NYU Tisch website (<https://tisch.nyu.edu/film-tv/course-offering/procedures-for-non-majors/>). Please note that availability of FMTV-UT 4 The Language of Film during the fall and spring semesters is extremely limited. Because this class is required of all Film & TV Freshman, it is highly unlikely to obtain a seat in this course as a non-film student. It is highly recommended that students plan to take this course during the summer term when enrollment is open to all NYU students.

### Tisch Clive Davis Institute of Recorded Music Electives

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 (<https://tisch.nyu.edu/clive-davis-institute/curriculum/non-major-course-enrollment/>). Enrollment is granted in the order received, based upon availability.

### Tisch Drama Electives

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 (<http://stern.nyu.edu/portal-partners/current-students/undergraduate/academics/minors/>) to obtain these codes.

### Steinhardt Music Business Electives

See the Steinhardt website for detailed course descriptions and prerequisites. 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 Business Structure of The Music Industry available each semester (fall and spring) that you can register for without a permission code. Once you have taken MPAMB-UE 100 Business Structure of The Music Industry, 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.

### Steinhardt Media, Culture, & Communication Electives

See the NYU Steinhardt website (<http://steinhardt.nyu.edu/mcc/>) for detailed course descriptions and prerequisites.

## Policies

### Program Policies

#### Policies Applying to the Minor

Students are required to earn a cumulative minor GPA of at least 2.0 to successfully fulfill minor requirements (e.g. graded coursework, not pass/fail).

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 pre-requisite 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/>).