

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. Stern students cannot count a required course from the Business Core or from their concentration toward the minor.

Course	Title	Credits
Minor Requirements		
MKTG-UB 40	Entertainment & Media Industries ¹	2
Stern Electives		
Select six credits of the following:		6
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	
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 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
<i>Tisch Film & Television Electives</i> ²		
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-UT 1295	Producing for Film & TV (Summer only)	
FMTV-UT 1296	Production Management: Boards and Budgets (Summer only)	
FMTV-UT 9092	Strategies for Independent Producing (Study away in Sydney)	
IFMTV-UT 81	(Study away only)	
IFMTV-UT 1295	(Study away only)	
IFMTV-UT 1295G	Producing for Film & Television (Study away only)	
<i>Tisch Clive Davis Institute of Recorded Music Electives</i> ³		
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 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 1261	Artist Management Lab	
REMU-UT 1269	The Basics of Social Entrepreneurship	
<i>Tisch Drama Electives</i> ⁴		
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> ⁵		
MPAMB-UE 100	Business Structure of The Music Industry (Fall and spring)	
MPAMB-UE 101	Data Analysis in the Music Industry: Introduction & Applications ⁶	

MPAMB-UE 106	Global Music Trend Analysis (Fall and spring. For students abroad at all NYU sites except London, Madrid, and Accra.) ⁶
MPAMB-UE 200	Concert Management (Spring) ⁶
MPAMB-UE 205	Music Publishing (Fall and spring) ⁶
MPAMB-UE 300	Int'L Music Business Marketplace (Fall and spring) ⁶
MPAMB-UE 1305	The Economics and Law of Music Copyright Regulation (Spring) ⁶
MPAMB-UE 1306	Interactive, Internet and Mobile Music (Fall) ⁶
MPAMB-UE 1320	Internship in Music Business (Fall, spring, and summer. Prerequisite: Junior or senior standing) ⁶
<i>Steinhardt Media, Culture, & Communication Electives</i> ⁷	
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 1031	Digital Media: Theory and Practice
MCC-UE 1034	Media, 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 9400	Culture, Media and Globalization (Study away in London)
MCC-UE 9457	Global Media Seminar: Britain and Europe (Study away in London)

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 (<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.

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 at form.tisch.nyu.edu/a/cdi-non-major-request-form (<http://form.tisch.nyu.edu/a/cdi-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 (<http://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 (<http://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 section marked non-majors.

7

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

Note: If a course is not listed and a Stern student would like to count it toward a minor, the student may submit the request to the Stern Undergraduate College Office of Academic Advising by emailing uc.advising@stern.nyu.edu. The office will request permission from the BEMT academic director. If the course is approved for the minor and is offered by Tisch (versus Stern), the student must follow procedures for non-majors wishing to take film courses (tisch.nyu.edu/film-tv/course-offering/procedures-for-non-majors (<http://tisch.nyu.edu/film-tv/course-offering/procedures-for-non-majors/>)).

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.

Policies

Minor GPA and Grade Policy

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

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/>).