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 | 2
**Stern Electives**
Select six credits of the following:
ECON-UB 120 | Economics of Media and Entertainment | 2
ECON-UB 125 | | 2
ECON-UB 211 | Sports Economics | 3
FINC-UB 68 | Financial Analysis in Telecom, Media & Technology | 4
MKTG-UB 4 | Managing Creative Content Development | 5
MKTG-UB 19 | Business of Publishing | 6
MKTG-UB 20 | Business of Film | 7
MKTG-UB 22 | Movie Marketing | 8
MKTG-UB 23 | Technology’s Impact On Entertainment & Media | 9
MKTG-UB 24 | Arts Marketing | 10
MKTG-UB 25 | The Business of Broadway | 11
MKTG-UB 39 | Sports Management | 12
MKTG-UB 43 | Deal Making in the Entertainment Industry | 13
MKTG-UB 44 | Television Management: Network, Cable/Satellite | 14
MKTG-UB 45 | Social Media Strategy | 15
MKTG-UB 46 | Globalization of The Entertainment Industry | 16
MKTG-UB 47 | Sports Marketing | 17
MKTG-UB 49 | Business of Producing | 18
MKTG-UB 51 | Craft & Commerce of Cinema: Tribeca Film Fest | 19
MKTG-UB 56 | Digital Business Strategy | 20
MKTG-UB 58 | Business of Video Games | 21
MKTG-UB 80 | Leisure Marketing | 22
MULT-UB 48 | Entertainment Law | 23
MULT-UB 57 | Tech Industry Drivers | 24
TECH-UB 38 | Social Media & Digital Marketing | 25
TECH-UB 60 | Networks, Crowds and Markets | 26

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>FMTV-UT 4</td>
<td>The Language of Film</td>
</tr>
<tr>
<td>FMTV-UT 1023</td>
<td>Producing the Short Screenplay</td>
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<tr>
<td>FMTV-UT 1028</td>
<td>Producing for TV (Summer only)</td>
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<td>FMTV-UT 1086</td>
<td>TV Nation: Inside and Out of The Box</td>
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<tr>
<td>FMTV-UT 1092</td>
<td>Strategies for Independent Producing</td>
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<td>FMTV-UT 1093</td>
<td>Marketing &amp; Distribution for Film</td>
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<td>FMTV-UT 1095</td>
<td>Producing for Film</td>
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<td>FMTV-UT 1195</td>
<td>Legal Aspects of The Entertainment Industry</td>
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<td>FMTV-UT 1295</td>
<td>Producing for Film &amp; TV (Summer only)</td>
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<tr>
<td>FMTV-UT 1296</td>
<td>Production Management: Boards and Budgets (Summer only)</td>
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<tr>
<td>FMTV-UT 9092</td>
<td>Strategies for Independent Producing (Study away in Sydney)</td>
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<tr>
<td>IFMTV-UT 81</td>
<td>Women as Entrepreneurs in Popular Music</td>
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<td>IFMTV-UT 1223</td>
<td>Music Contracts &amp; Dealmaking</td>
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<td>IFMTV-UT 1226</td>
<td>Leadership in the Music Industry</td>
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<td>IFMTV-UT 1228</td>
<td>Funding Your Music Venture</td>
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<td>IFMTV-UT 1231</td>
<td>The Future of the Music Streaming Economy</td>
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<td>IFMTV-UT 1240</td>
<td>The Basics of Music Licensing</td>
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<td>IFMTV-UT 1241</td>
<td>Music Licensing Lab</td>
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<td>IFMTV-UT 1250</td>
<td>Branding: Sponsorships, Endorsements, Cross-Promotion, &amp; Beyond</td>
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<tr>
<td>IFMTV-UT 1251</td>
<td>The Basics of Branding</td>
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<td>IFMTV-UT 1261</td>
<td>Artist Management Lab</td>
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<td>IFMTV-UT 1269</td>
<td>The Basics of Social Entrepreneurship</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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<tr>
<td>MPAMB-UE 101</td>
<td>Data Analysis in the Music Industry: Introduction &amp; Applications</td>
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Global Music Trend Analysis (Fall and spring. For students abroad at all NYU sites except London, Madrid, and Accra.)  
Concert Management (Spring)  
Music Publishing (Fall and spring)  
Int’L Music Business Marketplace (Fall and spring)  
The Economics and Law of Music Copyright Regulation (Spring)  
Interactive, Internet and Mobile Music (Fall)  
Internship in Music Business (Fall, spring, and summer. Prerequisite: Junior or senior standing)  
Television:History/Form  
Film:History and Form  
Video Game Economies  
Media Audiences  
Business of Media  
Digital Media: Theory and Practice  
Media, Technology and Society  
Media and Globalization  
Global Media and International Law  
Media and Culture of Money  
Copyright, Commerce and Culture  
Rise of Internet Media  
Culture, Media and Globalization (Study away in London)  
Global Media Seminar: Britain and Europe (Study away in London)  

Total Credits 16

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.

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.

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/ Enrollment is granted in the order received, based upon availability.

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.

See the NYU Steinhardt website at steinhardt.nyu.edu/music/business for detailed course descriptions and prerequisites.

Business Structure of the Music Industry is a prerequisite for this course. Students may enroll in any section marked non-majors.

See the NYU Steinhardt website at 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 Tisch courses (tisch.nyu.edu/film-tv/course-offering/procedures-for-non-majors).

See 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.

Stern Policies
Additional academic policies can be found on the Stern Undergraduate academic policies page.