

'ENTERTAINMENT AND MEDIA INDUSTRY MARKETING'

Fall 2017 – MKT 4560

Monday/Wednesday 7:25am – 8:40am

Classroom: B - Vert 10-135

<p>Matthew Van Houten, MBA Adjunct Professor; Media and Advertising Executive Matthew.VanHouten@baruch.cuny.edu</p>	<p>Office: Vertical Campus; Zicklin 9-160 Office Hours: Mon, Wed 6:25am-7:25am Telephone: 646-312-3387 By Appointment Recommended</p>
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COURSE DESCRIPTION:

This is a specialty marketing course designed to provide students with a framework for understanding the dynamics of marketing within the entertainment, media and technology industries. The focus is on understanding the development and application of marketing strategies and tactics that entertainment companies deploy to compete for a share of the consumer's discretionary spending. The course will cover recent activities including mergers, acquisitions and media innovation in those key sectors of the entertainment: movies, broadcast & cable television, digital media, publishing, music and sports. The course will explore marketing techniques that apply across the entertainment companies, including advertising, licensing, sponsorships, publishing, syndication and promotion. Case studies and project work will be included.

LEARNING OBJECTIVES:

- To provide students with a framework through case studies, lectures and readings of the critical marketing problems and opportunities for some of the most important companies within key sectors of the entertainment industry.
- To learn the basic concepts, terms and principles that apply to marketing in the entertainment industries.
- To analyze the activities of key companies within the industry based on case studies, corporate reports, in-class videos, and current readings.
- To become familiar with marketing strategies and techniques that cut across all the sectors of the entertainment industry including classic vehicles such as advertising, public relations, direct marketing.

REQUIRED READING:

- The Definitive Guide to Entertainment Marketing (2nd Edition) by Lieberman, Esgate
- Selected Harvard Business School 'HBS' Cases
- Relevant Media Business Websites

GRADING POLICY:

Class Participation	5%
Case Analysis (2)	10%/10%
Midterm Exam	25%
Term Paper	25%
Final Presentation	25%

Grade Appeals: If you have any question about your grade - group or individual - (other than a numerical error on my part) please state your case in a typewritten detailed memo to me precisely why I should consider a change with supporting material from text and/or notes.

INSTRUCTOR POLICIES:

Attendance/Lateness: Absences/Tardiness will lower your class participation grade significantly. Late assignments are unaccepted. If you miss any assignment deadlines, i.e. at the start of a class period on the due date, you forfeit a grade on that assignment.

Cheating/Plagiarism: Cheating/Plagiarism will result in a grade of "F" for the assignment/exam for all parties involved. For more clarity, here is a link to Baruch's general policy on academic honesty: http://www.baruch.cuny.edu/academic/academic_honesty.html

Ethics: The importance of the study, understanding and comprehension of ethics and its roles in business, has become a paramount goal and objective of all learning at this school and the University. We have seen the deterioration of ethical standards and their applications in the business community at large. This has often led to the decline of enterprises and the impact on innocent stake holders, employees and consumers. To reinforce the importance of the integration of ethical standards within this course, we have positioned topics on ethics within the various class sessions in the syllabus as marked with a Capital (E).

COURSE EXPECTATIONS:

Class Participation: It is essential that everyone contributes to class discussion in the most time honored and Socratic method. In this forum you will be expected to have read the text and/or handouts assigned for the next class – Come Prepared. We expect a lively debate and a distinct point of view from any conversation... that could be made in the press as well as by other classmates, not just the professor. Learning will come from each participant trying to understand the issues, cases, and media statements. On occasion a cold call or brief pop quiz will be announced. Class participation will be graded on the quality of the interaction and will be measured against these criteria:

Preparedness of the comments
Extent of knowledge
Ability to get to the heart of the matter
Building on statements of others

Drawing on current news articles
Listening skills
Opening new doors for investigation
Statement of practical relevant experience

Exams: There is an in class exam based on class sessions and text. Please keep in mind there are no make-up exams for any reason including being out of town, etc. (If you are in the hospital or there is a death in the immediate family and you miss an exam the final may receive double grading weight). The exam will almost always include a case analysis.

Written Assignments:

1. All papers are to be typed, 1.5 spacing, with listed page numbers, stapled.
2. It is recommended that you follow a basic proposal or report style format to present your work in a polished and professional manner. Your presentation of information is important.
3. Please take time to organize your work so that it is clear and concise – use subheadings when appropriate. Your opening statement should be an introduction which states what your objective is and what you're going to discuss. The main body should present your findings in a logical and straight-forward way. Summarize your findings or recommendations at the end in a conclusion.
4. Make sure that your work is proofread and edited. Ask a friend, colleague, or co-worker to help you with this. Your final draft should be free of errors in spelling, punctuation, and grammar.
5. Some of you may want to use your work as a tool to help you in your career planning. It's well worth your time to develop these assignments into a portfolio you can use beyond this course.
6. Your assignment is expected to reflect your understanding and comprehension of the material covered in this course. Detailed information is included in the readings, supplementary handouts, and the lectures provided. Your assignment should represent the cumulative work product of this course and incorporate that information. The assignments are due as noted in the syllabus. If for any reason you are unable to submit it on that day, you will have to make arrangements to send it to me directly. The university imposes a very tight deadline as to when the final grades are due, usually within a few days after the final.

MKT 4560 UNDERGRADUATE ENTERTAINMENT INDUSTRIES ASSIGNMENTS

ASSIGNMENT #1: Entertainment and Media Article Analysis

Locate a copy of a reputable entertainment industry trade magazine and write a concise one page, 2-3 paragraph summary on a newsworthy business article to be discussed in class. *WSJ, NYT, AdAge, Variety, Hollywood Reporter* or *Billboard* magazine are acceptable examples. The article can be about a film studio, cable company, television network, sports franchise, social media company or music label - just provide the highlights of the story and its impact to the company/industry.

** 50% of students will participate in class discussion * No Written Assignment Due **

ASSIGNMENT #2: Harvard Business School Case Discussion

"That's A Wrap: The Dynamics of the Home Video Rental Industry"

** Case and case discussion questions will be posted to Blackboard.*

** 50% of students will participate in class discussion * No Written Assignment Due **

ASSIGNMENT #3: Harvard Business School Case Analysis

"Netflix"

** Case questions will be posted to Blackboard. Due date as stated in the syllabus.*

ASSIGNMENT #4: Harvard Business School Case Analysis

"Marvel Enterprises Inc."

** Case questions will be posted to Blackboard. Due date as stated in the syllabus.*

ASSIGNMENT #5: Term Paper – Deconstructing the Entertainment & Media Industry

A 16-page paper, 1.5-spaced with bibliography and appendix (include any exhibits, graphs, financial information as appropriate). Teams will be selected randomly with 3-5 members on each team. You will have some time during the first class to shift between teams, and then maintain that position through the balance of the term.

TEAM/SECTOR:

1. Film - Feature Films/Independent Film/Animation
2. TV – Broadcast/Cable Basic/Cable Premium & PPV/MVPD
3. Publishing - Books/Magazines/Newspapers
4. Music – Prerecorded/Live, Streaming, Local & Digital Radio
5. Gaming - Online/Casual/Console/Apps
6. Sports – Professional Leagues & Teams
7. Theater – Broadway/Off-Broadway
8. Digital - Social Media Platforms

The term paper must include a brief background on the sector, the major 3-4 competitors within the sector, the top executives in each company, the core competencies of each company, recent successful & unsuccessful marketing activity in the industry related to your topic, opportunities and challenges expected for the future as well as the impact of technology on these companies.

** More details to come during the semester.*

ASSIGNMENT #6: Term Paper Presentations

In order for the whole class to benefit from this in depth exploration on your topic, every team will provide a 20 minute presentation + Q&A on the highlights of their paper. It can be in PowerPoint, Keynote or appropriate presentation platform. Each team will present their topic on the date described in the syllabus. ** PPT Slides must be emailed to me prior to lecture **