1. **Course:** CONTENT CREATION IN GLOBAL DIGITAL AGE  
**Instructor:** Brian Frons  
**Course Description:** Examination of content creation and exploitation models as they have evolved and continue to evolve since early days of broadcast television through entry of cable, satellite, and digital platforms. Examination of challenges and opportunities presented by emerging platforms and rising importance and value of international marketplace. Students learn about traditional business models that incorporate costs and revenue streams associated with traditional TV production, including most major programming formats, (half-hour comedies, hour dramas, and reality formats), and formats tailored principally for emerging digital platforms. Students gain broad understanding of basic economics for content creation for these platforms, forces at work in current media landscape that place pressure on traditional exploitation methods, and some emerging monetization opportunities.

2. **Course:** DIGITAL MARKETING STRATEGY  
**Instructor:** Professor Sanjay Sood  
**Course Description:** The goal of this class is to introduce students to digital marketing, advertising and the web analytics that are essential to master as a marketer. The class will include guest speakers who will provide insights on how they rely on digital marketing to move their business forward.

3. **Course:** ENTERTAINMENT BUSINESS MODELS  
**Instructor:** Harry Sloan & Professor Sanjay Sood  
**Course Description:** The goal of this class is to introduce students to the business models underlying the entertainment industry, focusing on Movies studios, television, and online media. The course will be co-taught to leverage Harry Sloan’s wealth of business acumen and inside information while still retaining strong academic rigor. This is not a ‘war stories’ class. The class takes a critical look at the financing and revenue streams associated with the various business models. The course will follow content as it is produced by the studios and then goes from one window to another, being shown in theater, broadcasted on TV, and finishing on the Internet. At each stage, we will discuss the economics of providing content looking both at the investment needed to produce and disseminate the content, and how revenues are being extracted.
4. Course: ENTERTAINMENT LAW
Instructor: TBD

Course Description: This course provides a comprehensive overview of the legal, business, and financial aspects of the film industry. The subjects covered include financing sources and structures, securities law, accounting, copyright, bankruptcy, taxation, completion guarantees, pre-sales, net profits, and litigation (see the course outline below for more detail). The course will present a road map to permit the successful navigation of a transaction from inception to closing. The goal is to permit graduates to apply clear thinking to a chaotic business and to equip them to deal with actual daily issues and problems as managers and executives in entertainment companies.

5. Course: ENTERTAINMENT MARKETING
Instructor: Professor Sanjay Sood

Course Description: This course examines the marketing process in the entertainment industry. The entertainment industry has typically engaged in a specialized marketing process because movies are intangible products with a limited shelf life. Whereas traditional product-based marketing typically highlights differentiating attributes, entertainment marketing typically highlights consumer experiences. The purpose of this course is to teach students how Marketing theories and best practices can create competitive advantage in the movie industry. The basic objectives are: 1) to familiarize students with the marketing process in entertainment; 2) To provide the appropriate theories, models, and other tools to make more effective marketing decisions; and 3) to provide a forum for students to apply these principles.

6. Course: ENTERTAINMENT STRATEGY
Instructor: Derek Alderton

Course Description: This course considers the development, assessment and implementation of strategy decisions in a variety of media and entertainment industries. It highlights the level of difficulty of developing and executing effective strategies because of both the quantitative fundamental economic characteristics of most entertainment industries, and the qualitative issues, such as managing talent and uncertainty. A major theme of the course will revolve around developing an understanding of strategic decision-making and implementation with the ambiguity and uncertainty of information in the “real world”. Another major theme will be the use of numeric analysis to help shape strategy and/or to distinguish between strategic options. Although the course will focus on film and media conglomerates, examples
7. **Course:** INNOVATION IN MEDIA & ENTERTAINMENT THROUGH TECHNOLOGY  
**Instructor:** Michael Montgomery, former CEO Sega GameWorks  
**Course Description:** The impact of technology on the Media industry has occurred rapidly and has dramatically changed many parts of the Media industry. Technology has changed the way media is created, distributed and monetized. Traditional media such as film has become nearly 100% digital. New forms of media that did not exist a decade ago such as Netflix and Riot Games (competitive online gaming) now employ thousands of in Los Angeles. Maker Studios and Awesomeness TV are YouTube multichannel networks started and sold to big Media within the past several years. Some sectors of media embraced technology; others did not at their peril (music). Technology is enabling new forms of media and allowing or forcing old forms of Media to evolve and prosper or suffer. This course will examine various companies and their innovation in Media. Were they or are they truly disruptive, or part of a continuous cycle of improvement? What is truly a disruptive technology versus continuous improvement? Which is more valuable? Why?

8. **Course:** INTELLECTUAL PROPERTY FOR MANAGERS  
**Instructor:** Professor Doug Lichtman  
**Course Description:** This course is designed to introduce students to all of the major areas of intellectual property law, patent, copyright, trademark and trade secret law are increasingly playing a central role in the economy, in business strategy, in scientific achievement, and in culture as well. This course is designed to introduce students to all of these major areas of intellectual property law. For some students, this will be their only exposure to these fundamental legal rules. The goal in this respect is to provide enough information that, in practice, students will at least be able to spot intellectual property issues and know where to turn for help. For others, the material here will be a launching pad for follow---on subject---specific courses and thinking. No technical background is required.

9. **Course:** MANAGING CHANGING TECHNOLOGIES & BUSINESS MODELS  
**5 Weeks**  
**Instructor:** Brian Farrell, formerly CEO of THQ  
**Course Description:** This course examines the problems and solutions for managing rapidly changing technologies and evolving business models. Technological disruption has affected many industries, especially entertainment and media. Students expected to critically analyze business models that have been disrupted by technology.

10. **Course:** FILM AND TELEVISION FINANCE  
**5 Weeks**  
**Instructor:** Steve Hendry, former EVP with MGM Studios  
**Course Description:** Exploration of economics and risks underlying film and television production businesses, and discussion of various ways that this content is financed.
11. **Course:** MAKING CREATIVITY PROFITABLE IN ENTERTAINMENT & TECHNOLOGY  
**Instructor:** Brian Frons, former President Daytime, Disney-ABC TV  
**Course Description:** This course provides an introduction to business interactions that take place between financial and creative executives, and how to navigate this tension underlying entertainment industry. Students challenged to critically analyze effectiveness of leadership decisions.

12. **Course:** SPORTS MANAGEMENT  
**Instructor:** Jeff Moorad, former owner San Diego Padres  
**Course Description:** This course is designed to enhance students' national and international capacity to succeed in the highly global and complex marketing environment of the sports industry. Designed to enhance students' national and international capacity to succeed in the highly global and complex marketing environment of sports industry, a very unique arena in which products and services addresses a whole diverse range of interconnected needs such as health, entertainment, lifestyle or education. Success here requires excellence in dealing with fast-changing market dynamics and factors, across-industries perspective application, constant redefinition of competitive arena, and continued redesign of marketing strategies and plans.

13. **Course:** SPORTS MARKETING  
**Instructor:** Bill Sanders  
**Course Description:** This course deals with the complexity of very unique products and services addressing a whole diverse range of needs such as health, entertainment, lifestyle or education. The study of the Sports business covers two main sub---industries: The Spectator Sport business and the Amateur practice of sports. The exponential growth and the evolution that these two worlds have experienced in the last decades, have led to an entire subfield of Economics and Marketing Science. Sports Marketing deals with the complexity of very unique products and services addressing a whole diverse range of needs such as health, entertainment, lifestyle or education. This evolving and growing diversity of consumer needs addressed by the Sport, results in a highly complex marketing environment. This results in even more amount of data available for marketers, even more complexity when analyzing customer needs and designing marketing strategies and plans. Successful Sports marketing management requires excellence in dealing with fast changing markets dynamics and factors, across industries perspective application, the constant redefinition of competitive arena and the continue redesign of marketing strategies and plans.
14. **Course:** INNOVATION SPORTS MARKETING  
**Instructor:** TBD  
**Course Description:** In the past few decades, technologies emerged that allowed for a constant growth of media consumption for sports. Starting with the development and distribution of a true multi-channel cable universe in the 1980s. Sports television catapulted from a few hours of weekend coverage to a 24 hour / 7 day a week expectation. And so began a long-sustained revenue growth period for all facets of the Sports business: media companies, leagues, teams, and players. Fast-forward to present day, and this “Always On” expectation from Fans has only accelerated. As the entertainment industry is beset by technologies that allow for time-shifting (DVR, VOD, etc) and improved avoidance of advertising – thereby impacting revenues – the importance and opportunity for Sports has grown stronger. The LIVE nature of Sports has separated its core importance in the industry. New digital technologies for many years fueled greater consumption of sports television, rather than cannibalized (as feared). But, this phenomenon has started to erode in recent years. Digital and mobile usage has skyrocketed. Social media continues to conquer share of time spent. OTT and subscription services continue to fragment usage patters. New technology entrants aggregate others publisher content and walk the line of piracy laws. Sports rights have escalated exponentially in the past decade. Most importantly, the underlying business models that have supported this growth are now at jeopardy.

15. **Course:** ONLINE MARKETING & ANALYTICS  
**Instructor:** Professor Anke Audenaert  
**Course Description:** This class introduces students to online marketing, advertising and the web analytics that are essential to master as a marketer.  
The purpose of the course is to make students feel comfortable with all aspects of online marketing, jargon, keys to success and the online environment and its implications on media. Through hands on exercises we will explore how to build, and measure audiences online.