Media Marketing & Entrepreneurship
B8615-001
Professor Sharad Devarajan

COURSE SUMMARY

OVERVIEW:
How do entertainment properties such as Spider-Man generate billions? What is the future of television? How will VR & AR shape new entertainment experiences? Can traditional publishing still create another Harry Potter? What are the marketing strategies used to promote big-summer blockbusters? What are ‘transmedia’ and ‘transcreation’ and how are the forces of globalization and technology disrupting the entertainment eco-system?

Each week a different area of media will be examined from television, film, games, character entertainment and publishing. The course is intended to offer students:

i. Exposure to various marketing strategies used in media
ii. An entrepreneurial approach to the media industry as a producer or manager of a content creation company
iii. Exploration into two of the biggest disruptive trends taking place in media today – technology and globalization
iv. Insights and learning from preeminent guest speakers from the media industry

SCHEDULE OF READINGS & SLIDES
Course Readings are indicated in the session descriptions above and subject to change or amendments. Slide Presentations are not distributed so please be sure to take whatever notes you feel are relevant.

GRADING
Class Participation: 50%

IMPORTANT NOTE – Please be advised that as this is a block week class, class participation requirements are taken very seriously and can materially impact student grades.
• Attendance is mandatory (email in advance if you are unable to attend class, excused absences for recruiting events, illness, etc. will not adversely impact your grade)
• Complete class readings
• Students are expected to engage in classroom dialogues
• Prepare smart, challenging questions for speakers
• No laptops, blackberries, ipads, phones, etc.
• Be on time and NEVER walk-in late in the middle of a guest speaker
• No food allowed while guest speakers are visiting
• Respect other students & speakers
• Visitors and non-enrolled students are not permitted to attend classes
• Confidentiality is to be maintained by all students: guest speakers are encouraged to speak candidly and openly with students and their dialogues with the class are to remain in confidence.

Group Presentation: 50%
Students will work in groups of a minimum of 6 people, to present a final “Elevator Pitch” project during the last class accompanied by a brief 5 slide powerpoint deck. The presentation by groups
should be no longer than 5 minutes followed by 3 questions from the audience. Groups will work together, and be graded together, on the creation of an original media product (book, magazine, film, game, animated series, interactive product, app, etc) or disruptive media business, and present the business strategy, marketing plan and rationale behind the product or business.

Speakers
Speakers are not yet finalized for 2019 and will be subject to constant change, even during the class.

Experience
**Important Note: While not mandatory, students are expected to have an interest and/or experience in the business of media and preferably have taken other media and/or entrepreneurship courses at CBS.**