

CENTER for MEMES
MEDIA, ENTERTAINMENT & SPORTS

MANAGING ENTERTAINMENT AND MEDIA

Course Syllabus

Class Time: Monday and Wednesdays

9:30am - 12 Noon

Course Instructor:

Beverly Macy
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100 Westwood Plaza, Gold Hall B.120
Los Angeles, California 90095
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The multi-billion dollar business of media, sports & entertainment has become pervasive in our economy and society. The business is increasingly global, reflected in the worldwide coverage of the business dimensions of mega- events such as the Olympics and the World Cup, blockbuster movie releases, global concerts, and new media market entrants.

Understanding the landscape of the business of media, entertainment & sports calls for both the recognition of how to apply broad business principles to sustain and grow the industry, as well as successfully analyze the technology, marketing and distribution trends that are redefining the business of media, sports & entertainment.

Course Objectives

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise the management of media, entertainment & sports enterprises and brands, and to provide practice in assessing and solving related business problems. This course provides students with unique learning opportunities to gain insight into various management functions within the sports & entertainment industry. As such, the course provides a balanced approach to the business, providing a value-added, "real world" education in the marketing of sports & entertainment products with a considerable focus on customer or user experience.

Students will:

- Gain a framework for understanding media, entertainment & sports management strategies in the marketplace
- Gain familiarity with key strategic issues that cut across the entire media, entertainment & sports business landscape
- Understand the basic economic principles underlying the aspects of these massive industries
- Appreciate the challenge involved in marketing and managing media, entertainment & in rapidly changing technological and global environments

The course content is designed to lend theoretical with practical applications. Through the use of reading material, case study analysis, lecture and guest speakers, this course will also meet the following objectives:

- Provide a comprehensive overview of the media, entertainment & sports industries and related business issues
- Provide a general understanding of the functional aspects of managing media, entertainment & sports enterprises

Course Materials

The reading and case study material will consist of a course reader available at UCLA.

As much of the class discussion centers on content timely in nature, students will be required to keep up with current events in the sports & entertainment industry. Students of media, entertainment & sports management should make every attempt to learn about current issues facing media, entertainment & sports executives.

GRADING:

***This is a fast-paced immersion course designed to cover various aspects of the media, entertainment, and sports business. You need to attend every class, be prepared to participate in class discussions, and read the materials provided.*

-Attendance and Participation	10%
-Homework Assignments	10%
-Instructor Assessment	10%
-Case Study Analysis	30%
-FINAL Exam	40%

CONDUCT AND CULTURE:

1. **Critical Thinking:** There are many 'right' answers in the sports & entertainment business. What works for one company may not work for another. It is important to think strategically and demonstrate critical thinking that describes "why" and "how", not just "what".
2. **Clarity:** Clear communications are essential in business. Please make sure you are communicating clearly in class.
3. **Attendance:** You are expected to attend all class sessions – plan to arrive 5 MIN EARLY and to stay until the end. If absence is unavoidable, please contact the instructor beforehand. More than two absences will result in an incomplete.
4. **Respect:** I will treat you with respect and expect the same. Accord your classmates, guest speakers, instructors, and staff with courtesy. Since this is a class on sports, entertainment, and media, computers and smartphones are encouraged. However, please keep your activities associated with class – do not check email, play games, or type anything but lecture notes. Snacks are welcome, but please do not eat while guest speakers are present.
5. **Professionalism:** Professionalism for this class means giving every project and assignment your best possible effort; it means being on time and meeting deadlines; and it means conducting yourself in a manner that is appropriate to the policies and culture of a particular environment.