NEW YORK UNIVERSITY

Business of Entertainment, Media and Technology
Joint Stern-Steinhardt-Tisch Minor

New York City is home to major sectors of the entertainment and media industries, including major media conglomerates, network television, independent film, book and magazine publishing, advertising, and two of the largest cable companies. This cross-school minor includes courses from Stern School of Business, Tisch School of the Arts, and Steinhardt School of Culture, Education, and Human Development. It provides a foundation in the business aspects of media and entertainment and how technology impacts these industries. Students take electives from areas that deepen their knowledge base and understanding of these industries.

The minor in the Business of Entertainment, Media and Technology will be earned by completing a minimum of 16 credits of the following courses below. Stern students cannot count a required course from the business core or for their major towards the minor.

A minimum grade of C is required for all courses intended to count toward the BEMT minor, and the minimum overall GPA in the minor is 2.0.

A. Required 8 units at Stern from the following courses:

☐ MKTG-UB 40, Entertainment & Media Industries *(2 units)* (REQUIRED)

Students are highly encouraged to take this course first because it serves as a foundation class for the study of this minor. Note: Steinhardt MCC students may take MCC-UE 1020, The Business of Media *(4 units)* instead of MKTG- UB 40, but must still complete 8 units at Stern as part of the minor.

☐ ACCT-UB 49, Entertainment Accounting *(2 units)*
☐ ECON-UB 211, Sports Economics *(3 units)*
☐ INFO-UB 38, Social Media and Digital Media Analytics *(3 units)*
☐ INFO-UB 60 Networks, Crowds, and Markets *(3 units)*
☐ MKTG-UB 19, Business of Publishing (*2 units*)
☐ MKTG-UB 20, Business of Film *(2 units)*
☐ MKTG-UB 21, Entertainment Finance *(2 units)*
☐ MKTG-UB 22, Movie Marketing *(2 units)*
☐ MKTG-UB 23, Impact of Technology on Entertainment & Media *(2 units)*
☐ MKTG-UB 25, Business of Broadway *(2 units)*
☐ MKTG-UB 41, Media Planning and Research *(2 units)*
☐ MKTG-UB 44, Television Management *(2 units)*
☐ MKTG-UB 45, Social Media Strategy *(2 units)*
☐ MKTG-UB 46, Globalization of the Entertainment Industry *(2 units)*
☐ MKTG-UB 47, Sports Marketing *(2 units)*
☐ MKTG-UB 49, The Business of Producing *(2 units)*
☐ MKTG-UB 51, Craft and Commerce of Cinema: Tribecca Film Festival *(2 units)*

☐ MKTG-UB 56, Digital Business Strategies *(2 units)*
☐ MKTG-UB 80, Leisure Marketing (*2 units*)
☐ MGMT-UB 9, Managing in Creative Content Development *(2 units)*
☐ MULT-UB 48, Entertainment Law *(2 units)*

☐ Other: _____

B. Choose a minimum of 8 units from the following courses below:

TISCH FILM & TELEVISION

ADVISORS: Greer McKeown
(greer.mckeown@nyu.edu) WENDY KAPLAN
(wendy.kaplan@nyu.edu**)**

☐ FMTV-UT 4, Language of Film *(4 units)*[1]
☐ FMTV-UT 1023, Producing the Short Screenplay *(3 units)*
☐ FMTV-UT 1028, Producing for Television *(3 units)*
☐ FMTV-UT 1086, TV Nation: Inside and Out of the Box *(3 units)*
☐ FMTV-UT 1092, Strategies for Independent Producing (*3 units*)
☐ FMTV-UT 1093, Film Marketing and Distribution *(3 units)*
☐ FMTV-UT 1095, Producing for Film (*3 units*)
☐ FMTV-UT 1195, Legal Aspects of the Entertainment Industry *(JR/SR standing,3 units)*
☐ FMTV-UT 1295, Producing for Film and Television *(3 units,summer only)*

PLEASE NOTE: FOR PRODUCING COURSES ALL NON-MAJORS ARE RESTRICTED TO SECTION 002 OR 004 WITH THE EXCEPTION OF CLASSES OFFERED IN THE SUMMER. FOR THE LANGUAGE OF FILM PLEASE SEE http://filmtv.tisch.nyu.edu/object/UFTV_NonMajor.html **FOR INFORMATION ON HOW TO ENROLL.**

STEINHARDT MUSIC BUSINESS
UNDERGRADUATE PROGRAM DIRECTOR CATHERINE MOORE (catherine.moore@nyu.edu**)**

☐ MPAMB-UE 100, Business Structure of the Music Industry[1]
Any section marked "non-majors *(2 units, fall, spring)*
Please note that this course is the prerequisite for all other music business classes listed.
☐ MPAMB-UE 1310 Village Records *(JR/SR standing, 2 units, fall)*
☐ MPAMB-UE 1306 Interactive, Internet and Mobile Music (*2 units, fall)*
☐ MPAMB-UE 200 Concert Management *(2 units, spring)*
☐ MPAMB-UE 300 International Music Business Marketplace *(2 units, fall, spring)*
☐ MPAMB-UE 205 Music Publishing *(2 units, fall, spring)*
☐ MPAMB-UE 1320 Music Business Internship *(JR/SR standing, 2 units, fall, spring, summer)*

STEINHARDT MEDIA, CULTURE & COMMUNICATION
Comm.advisors@nyu.edu

**PLEASE NOTE: Media, Culture, and Communication students cannot take courses from their program toward the minor with the exception of MCC-UE 1020, Business of Media. This course cannot be double counted toward the major and the minor and will instead be*

[1] Limited availability to non-majors in fall and spring; summer course readily available to all

allocated toward unrestricted electives.

- ☐ MCC-UE 1006, Television: History and Form *(4 units)*
- ☐ MCC-UE 1007, Film: History and Form *(4 units)*
- ☐ MCC-UE 1008, Video Games: Culture and Industry *(4 units)*
- ☐ MCC-UE 1016, Media Audiences *(4 units)*
- ☐ MCC-UE 1031, Digital Literacy *(4 units)*
- ☐ MCC-UE 1034, Media, Technology, and Society *(4 units)*
- ☐ MCC-UE 1300, Media and Globalization *(4 units)*
- ☐ MCC-UE 1304, Global Media and International Law *(4 units)*
- ☐ MCC-UE 1404, Media and the Culture of Money (*4 units*)
- ☐ MCC-UE 1405, Copyright, Commerce and Culture *(4 units)*
- ☐ MCC-UE 1571, The Rise of Internet Media *(4 units)*