

## 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.

Stern students cannot count a required course from the business core or for their major towards the minor.

#### Important policies:

- 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.
- 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
- The 16 credit minimum is required and non-negotiable
- Eight credits must be earned from Stern. The remaining eight credits must be earned from Tisch and/or Steinhardt.

#### I. Choose eight required credits from Stern:

##### STERN SCHOOL OF BUSINESS

Contact: Saige Martinez, Administrative Aide, [smartine@stern.nyu.edu](mailto:smartine@stern.nyu.edu)

- 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.

- ACCT-UB 49, Entertainment Accounting (2 units)
- ACCT-UB 55, Accounting and Valuation in EMT (2 units)
- ECON-UB 211, Sports Economics (3 units)
- INFO-UB 38, Social Media and Digital Marketing Analytics (3 units)
- INFO-UB 60 Networks, Crowds, and Markets (3 units)
- MKTG-UB 4, Managing Creative Content Development (2 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: Tribeca Film Festival (2 units)

Please note: This course requires an application. Join the Stern & Tisch Entertainment Business Association (STEBA) email list for announcement of application.

- MKTG-UB 56, Digital Business Strategies (2 units)
- MKTG-UB 58, Business of Video Games (2 Units)
- MKTG-UB 80, Leisure Marketing (2 units)
- MGMT-UB 9, Managing in Creative Industries (3 units)
- MULT-UB 48, Entertainment Law (2 units)

## II. Choose 8 credits (minimum) combined from Tisch and Steinhardt:

### TISCH FILM & TELEVISION

Contacts: Greer McKeown, Coordinator, Academic Support Services; greer.mckeown@nyu.edu  
Wendy Kaplan, Director of Administration for Film & New Media; wendy.kaplan@nyu.edu

#### Important policies to keep in mind:

- For Producing courses all non-majors are restricted to section 002 or 004 with the exception of courses offered in the summer.
- To enroll in The Language of Film please see: <https://tisch.nyu.edu/film-tv/course-offering/procedures-for-non-majors>

- FMTV-UT 4, Language of Film (4 units)
- 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)
- FMTV-UT 1296, Production Management: Boards & Budgets (3 units)

### STEINHARDT MUSIC BUSINESS

Contacts: Shanieka Brooks, Academic Advisor; shanieka.brooks@nyu.edu  
Larry S. Miller, Director, Music Business Program; larry.s.miller@nyu.edu

#### Important policies to keep in mind:

- Non-Majors may only take one Music Business Course per semester.
- If you choose to enroll in any Steinhardt Music Business courses, please note that you MUST enroll in MPAMB-UE 100 Business Structure of the Music Industry FIRST.
- There are non-major sections of MPAMB-UE 100 available each semester (fall and spring) that you can

register for without a permission code.

- Once you have taken MPAMB-UE 100, you will be eligible to enroll in other Steinhardt Music Business courses on this approved BEMT course list.
- Non-major students can take up to three music business courses in total but only one course per semester.
- To request music business courses (other than MPAMB-UE 100) visit [this link](#) and complete the form.

- MPAMB-UE 100, Business Structure of the Music Industry (2 units)  
Any section marked “non-majors.” Limited availability to non-majors in fall and spring. Summer courses readily available to all. 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

Contact: [comm.advisors@nyu.edu](mailto:comm.advisors@nyu.edu)

#### **Important policies to keep in mind:**

\* 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 allocated toward unrestricted electives.

\*\*Global courses listed under MCC-UE may also count toward the minor; please consult an advisor regarding specific courses: [comm.advisors@nyu.edu](mailto:comm.advisors@nyu.edu)

- 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 1020, Business of Media (4 units)
- MCC-UE 1031, Digital Media: Theory and Practice (4 units)
- MCC-UE 1034, Media, Technology, and Society (4 units)
- MCC-UE 1300, Media and Global Communication (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)
- MCC-UE 9400, Culture, Media, and Globalization (4 units), (offered in NYU London)