

Media Marketing & Entrepreneurship
Professor Sharad Devarajan

COURSE SUMMARY

OVERVIEW:

How do entertainment properties such as *Spider-Man* generate billions? What is the future of television and digital video? What are '*transmedia*' and '*transcreation*' and how are the forces of globalization and technology disrupting the entertainment eco-system? How can you effectively lead a creative content business or media startup? How will technology, streaming, the metaverse and AI reshape media and new entertainment experiences? What are the marketing strategies used to develop and launch blockbuster Film/TV franchises?

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 startup founder or leader of a content creation or media 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

EXPERIENCE

Students are expected to have experience in the business of media and/or taken other media and/or entrepreneurship courses at CBS.

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.

SPEAKERS

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

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.

- ☐ Live 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).

- ☐ As this is a block week, students attending via zoom for excused reasons, are expected to make appropriate schedule adjustments to still attend all classes live during the sessions even if joining from different time zones
- ☐ Complete class readings
- ☐ Students are expected to engage in classroom dialogues
- ☐ *Prepare smart, challenging questions for speakers*
- ☐ No laptops, ipads, phones, etc.
- ☐ Be on time
- ☐ 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 7 people, to deliver a final project. 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.