

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.
- Some courses listed below may have pre-requisite courses that do not count towards the Minor. If the course is not listed below, it is not eligible to count. For example, MKTG-UB 45-Social Media Strategy has a pre-requisite of MKTG-UB 1-Introduction to Marketing. MKTG-UB 45 counts towards the Minor, however MKTG-UB 1 does not.
- **Note: Stern Undergraduate students cannot double count required business core or major courses toward this minor. For Non-Stern Students, please refer to your home school advising center's policies.**

I. Choose eight required credits from Stern:

STERN SCHOOL OF BUSINESS

Contact: Saige Martinez, Academic Adviser, smartine@stern.nyu.edu

Important policies to keep in mind:

- Any courses marked by an asterisk have a pre-requisite course, which would be listed as a requirement in Albert in the notes.
 - All information about course enrollment into Stern courses by Non-Stern students can be found on our [Non-Stern Student Page](#) and on our [Open Access List](#) (updated each semester).
- 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 120, Economics of Media and Entertainment (3 units)
 - ECON-UB 125, Economics of Chinese Entertainment Media & Technology (2 units)*
 - ECON-UB 211, Sports Economics (3 units)*
 - FINC-UB 68, Financial Analysis in EMT (2 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 24, Arts Marketing (2 units)
 - MKTG-UB 25, Business of Broadway (2 units)
 - MKTG-UB 39, Sports Management (2 units)
 - MKTG-UB 43, Deal Making in the Entertainment Industry (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

TISCH FILM & TELEVISION

Contacts: Academic Support Services; ugftv.academic.support@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>. **Please note that availability of Language of Film during the fall and spring semesters is extremely limited. Because this class is required of all Film & TV Freshmen, it is highly unlikely to obtain a seat in this course as a non-film student. It is highly recommended that students plan to take this course during the summer term when enrollment is open to all NYU students.**
- FMTV-UT 4, Language of Film (4 units) **Please refer to the above note regarding availability for this course. It is highly recommended that Non-Major students plan to take this course during the summer term when enrollment is open to all NYU students.**
 - IFMTV-UT 81, Tisch Goes to Hollywood (2 units, Offered [Abroad](#))

- 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)
- IFMTV-UT 1295, Producing for Film and Television (3 units, Offered [Abroad](#))
- FMTV-UT 1296, Production Management: Boards & Budgets (3 units)
- FMTV-UT 9092 Strategies for Independent Producing (3 units, Offered Abroad in Sydney)

TISCH CLIVE DAVIS INSTITUTE OF RECORDED MUSIC

Contacts: Alan Watson, Administrative Coordinator; alanowatson@nyu.edu

Important policies to keep in mind:

- Non Recorded Music majors may request access to these classes in the Clive Davis Institute of Recorded Music by completing the Non Major Request form on line: <https://tisch.bsd.net/page/s/remu-non-major-request-form>
- Enrollment is granted in the order received, based upon availability.

- REMU-UT 1170, Women as Entrepreneurs in Popular Music (2 units)
- REMU-UT 1223, Music Contracts and deal making (2 units)
- REMU-UT 1225, Leadership in the Music Industry (2 units)
- REMU-UT 1226, Funding Your Music Venture (2 units)
- REMU-UT 1231, The Future of Streaming, (2 units)
- REMU-UT 1241, Music Licensing Lab (2 units)
- REMU-UT 1250, Branding: Sponsorships, Endorsements, Cross-Promotion, & Beyond (4 units)
- REMU-UT 1261, Artist Management Lab (2 units)
- REMU-UT 1269, The Basics of Social Entrepreneurship (2 units)

TISCH DRAMA

Contacts: Drama Majors: Contact your Academic Advisor
 Non-Drama Majors: John Dietrich, Manager of Faculty Services; john.dietrich@nyu.edu.

Important policies to keep in mind:

- Non Drama Majors will need a permission code to enroll in Drama courses.
- THEA-UT 678, Self-Start: Fundamentals of Artistic Entrepreneurship (4 units)
- THEA-UT 679, Ecology of New York Theater (4 units)
- THEA-UT 685, Leading and Managing Theatre in a Global Context (4 units)

STEINHARDT

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) (required prior to taking Steinhardt Music Business Courses)
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 101, Data Analysis in the Music Industry (2 units)
 - MPAMB-UE 106 Global Music Trend Analysis (2 units, fall, spring, for students abroad in all NYU sites **except** London, Madrid, Accra)
 - MPAMB-UE 200, Concert Management (2 units, spring)
 - MPAMB-UE 205, Music Publishing (2 units, fall, spring)
 - MPAMB-UE 300, International Music Business Marketplace (2 units, fall, spring)
 - MPAMB-UE 1306, Interactive, Internet and Mobile Music (2 units, fall)
 - MPAMB-UE 1310, Village Records (JR/SR standing, 2 units, fall)
 - MPAMB-UE 1320, Music Business Internship (JR/SR standing, 2 units, fall, spring, summer)

STEINHARDT MEDIA, CULTURE & COMMUNICATION

Contact: comm.advisors@nyu.edu

Important policies to keep in mind:

- Media, Culture, and Communication students **cannot** use coursework in the major toward the BEMT minor.
 - Global courses listed under MCC-UE cannot count toward the minor, with the exception of MCC-UE 9400 Culture, Media, and Globalization offered at NYU London.
- 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)