Undergraduate Concentration – Entertainment, Media, & Technology
The EMT Initiative

Where better to study the media business than in the heart of the world’s media capital?

Lights, camera, action! The allure of the entertainment, media and communications technology (“EMT”) sectors is legendary. EMT content is the US’s second largest export. MTV matters in Malaysia. The New York Times is talked about in Timbuktu.

EMT also ranks as one of New York City’s most vital—and fastest growing—industries. Literally dozens of Internet, movie, music, news, publishing, radio, sports and television companies are headquartered in Manhattan.

The EMT Certificate. New York is the ideal place to launch an EMT career. And an EMT Certificate from the Stern School is the first step to landing a lucrative EMT position.

The Stern EMT Certificate leverages its “only-in-New York” geographic advantage and harnesses the real-world EMT success of its faculty. It likewise draws upon NYU’s world-famous Director’s Program at the Tisch School of Art and the Professional Music Business Program at the Steinhardt School of Education. (See Table 1)

The EMT Curriculum. The EMT Initiative is intensely interactive and includes case study, guest speakers, conferences, and internships as vital parts of the program. (See Table 2)

EMT Certificate course offerings include nine classes at the Stern School, five from the Steinhardt School and three from the Tisch School. All nine Stern EMT courses fulfill the Marketing Major requirement. Classes address finance, international business, law, marketing and technology as they relate to EMT.

EMT Certificate graduates complete a total of nine points of course-work of which three points may be taken at the Steinhardt and/or Tisch schools.

…and don’t forget to visit STEBA, The Stern and Tisch Entertainment Business Association: http://pages.stern.nyu.edu/~steba

Table 1: The EMT Initiative Goals

- Teach basic principals of EMT
- Study economics of EMT bizmodels
- Learn strategic challenges of EMT
- Acquire EMT management skills
- Learn basic operations of EMTs

Source: Professor Sam Craig

Please turn page for information on careers in EMT!
A Career in EMT

Brian Feit, Stern ’00 – Marketing Director, E-Magine Entertainment.

“My role at E-Magine is to launch artists and albums, develop powerful music-driven marketing campaigns, and strengthen the E-Magine brand through the power of music.”

Recently included in Ad Age Magazine’s “20 Marketers in Their 20s to Watch” annual survey, Brian started at E-Magine as an intern only three years ago. Brian reports that classes like Entertainment Marketing as well as Stern-sponsored clubs like STEBA provided educational and networking opportunities that allowed him to land a job at E-Magine.

Brian’s Typical Day:

10:00am Arrive at office. Review projects with CEO. Scan headlines of music publications: Billboard, Spin, etc.
11:00am Review “Soundscan” album sales report to analyze sales levels and targets in top-selling markets.
11:30am Conference call with distributor and sales team to review current priorities and album selling points.
12:30pm Prepare marketing and sales documentation for upcoming album releases. Call foreign distributors.
1:30pm Lunch with Marketing Director of 2x(ist) underwear to discuss strategic alliances with E-Magine.
3:00pm Meet with Billboard reporter to present new album release schedule and artist touring schedules.
4:30pm Call Mom. Enjoy a quick break from a busy day.
5:00pm Prepare new business development pitch packages—including marketing plans, financial projections, etc.—to develop more creative music-service clients.
7:00pm Respond to voicemail and email. Leave office.

EMT Career Path – Management-focused, non-creative track

<table>
<thead>
<tr>
<th>Learning Phase</th>
<th>Managing Phase</th>
<th>Directing Phase</th>
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<tbody>
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<td>Years 1-2</td>
<td>Years 3-5</td>
<td>Years 6-10</td>
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- Gather & analyze market research data.
- Respond to diverse, short-fuse information requests from managers & directors.
- P&L responsibility for 1-3 individual projects.
- Conceive, develop & pitch proposals for new projects.
- Manage project timing, personnel & execution.
- P&L responsibility for business unit & brand.
- Market new strategic relationships. Establish unit goals & mission.
- Report directly to Senior Management.

Starting Out in EMT

- Starting salary: $30-40K.
- Hours worked per week: 45-55.
- Projected 10-year job growth: 2-3% per year.
- Difficulty landing an entry-level position: HIGH. Be ready to prove your EMT passion! A relevant summer internship will help.

Table 2:
Sample Employers of Stern EMT Graduates

- AOL
- CBS
- Disney
- E-Magine
- MTV
- NBA
- New York Times
- Prodigy
- Reuters
- Sony Music
- USA Networks
- Yahoo!

Source: NYU Stern Office of Alumni Affairs