Specialization in Entertainment, Media and Technology

Students taking Entertainment, Media, and Technology (EMT) courses gain a framework for understanding the strategy and operating principles that drive the individual components or sectors of the entertainment industry, the business activities that support content creation and the media used to deliver content, and the technology employed to create and deliver content. In addition to a structured curriculum, the program relies on industry speakers to provide firsthand insights into content development, deal making, and the impact of technology and globalization on the diverse sectors of the EMT industries.

SPECIALIZATION IN ENTERTAINMENT, MEDIA, AND TECHNOLOGY PROGRAM REQUIREMENTS (10 CREDITS MINIMUM)

Stern students cannot count a required course from the Business Core or their major toward the specialization.

To complete the EMT specialization, students must take the foundational course Entertainment and Media Industries (MKTG-UB 40), plus 4 additional EMT courses in Stern. The EMT courses offered at Stern are listed below. Most are fully described in the Marketing (MKTG-UB) section, but course descriptions may also be found in Accounting (ACCT-UB), Information Systems (INFO-UB), and the Multidisciplinary Courses (MULT-UB) sections.

A. Required:

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

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

☐ ACCT-UB 49, Entertainment Accounting (2 units)
☐ ACCT-UB 55, Accounting and Valuation for EMT (2 units)
☐ MKTG-UB 19, The Business of Publishing (2 units)
☐ MKTG-UB 20, Film & Television Distribution & Finance (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, The Business of Broadway (2 units)
☐ MKTG-UB 41, Media Planning (2 units)
☐ MKTG-UB 44, Television Management (2 units)
☐ MKTG-UB 45, Social Media Marketing 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 & Commerce of Cinema: Tribeca Film Fest (2 units)
☐ MKTG-UB 56, Digital Strategic Marketing (2 units)
☐ MKTG-UB 80, Leisure Marketing (2 units)
☐ INFO-UB 38, Electronic Commerce (3 units)
☐ ECON-UB 211, Sports Economics (3 units)
☐ MULT-UB 48, Entertainment Law (2 units)