

## **The Business of Entertainment**

MGMT-X 403.31

Reg #: 364640

Units: 4

### **Course Description:**

With the entertainment industry converging into a worldwide mass media, both business and operation models continue to rapidly evolve. This introductory course for producers, directors, writers, development personnel, and aspiring media executives examines the changing business issues associated with the entertainment industry. Through lectures, discussions with industry guests, and case studies, instruction focuses on current business and production issues, and introduces new business models to navigate content onto new distribution platforms. Some history is highlighted to provide a context for current practices and potential. The course also features opportunities to meet senior entertainment industry executives in various sectors. Topics include financing; contracts; intellectual property issues; licensing; worldwide theatrical marketing and distribution; worldwide home entertainment marketing and distribution; worldwide television production and distribution; multi-channel network distribution and opportunities; the impact of piracy; and leveraging new distribution platforms. By the end of the course, students should have an understanding of the opportunities available in the business of entertainment.

### **Objectives:**

For students to have the knowledge and the understanding of how entertainment industry continues to evolve with changing business models, and how projects are viewed as products and how those products capitalize on the revenue opportunities through the multilayered global distribution platforms.

### **Outcomes:**

By the end of this Course, successful participants will be able to:

- Learn the basic industry terms and their meanings
- Become conversant on topical issues facing the industry
- Become knowledgeable about presentation methods for different audiences
- Gain an understanding of how the business impacts the creative decisions

### **Materials:**

#### **Required Texts and Materials**

- THE BIZ (Fourth Edition) by Schuyler M. Moore (ISBN 978-1935247043) – available at the UCLA Bookstore at LuValle Commons.

#### **Recommended Text & Materials**

- THE \$11 BILLION YEAR – Anne Thompson
- THE BIG PICTURE - Edward Jay Epstein
- THE WHOLE EQUATION: A HISTORY OF HOLLYWOOD - David Thomson
- AN EMPIRE OF THEIR OWN: HOW THE JEWS INVENTED HOLLYWOOD -Neil Gabler
- MONEY AND MOVIES - David Puttnam

#### **EXTERNAL LINKS (more posted on Canvas – the list below is a subset)**

- Wall Street Journal ([www.wallstreetjournal.com](http://www.wallstreetjournal.com))

- Forbes ([www.forbes.com](http://www.forbes.com))
- Fortune (<http://money.cnn.com/magazines/fortune/>)
- CNN ([www.cnn.com](http://www.cnn.com))
- Business Week ([www.businesweek.com](http://www.businesweek.com))
- Variety ([www.variety.com](http://www.variety.com))
- The Hollywood Reporter ([www.hollywoodreporter.com](http://www.hollywoodreporter.com))
- Motion Picture Association of America ([www.mpa.org](http://www.mpa.org))
- Academy of Television Arts and Sciences ([www.emmys.tv](http://www.emmys.tv))
- Academy of Motion Pictures Arts and Sciences ([www.oscars.org](http://www.oscars.org))
- Screen Daily ([www.screendaily.com](http://www.screendaily.com))
- Deadline ([www.deadline.com](http://www.deadline.com))
- TheWrap.com ([www.thewrap.com](http://www.thewrap.com))
- Digital Ramblings ([www.digitalramblings.com](http://www.digitalramblings.com))
- Kidscreen.com ([www.kidscreen.com](http://www.kidscreen.com))
- WorldScreen ([www.worldscreen.com](http://www.worldscreen.com))
- Other links as suggested

## **Evaluation:**

Type	Weight
Assignments	30%
Quizzes	25%
Final Presentation	25%
Participation/Discussions	20%

## **Grading Scale:**

A+	97.0% - 100%
A	94.0% - <97.0%
A-	90.0% - < 94.0%
B+	87.0% - <90.0%
B	84.0% - <87.0%
B-	80.0% - <84.0%
C+	77.0% - <80.0%
C	74.0% - <77.0%
C-	70.0% - <74.0%
F	0.0% - <70.0%

## **Institutional Policies:**

- **Student Conduct:** Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct.

- **Services for Students with Disabilities:** In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Service for Students with Disabilities Office.
- **Incompletes:** Your instructor may post the interim grade Incomplete/I if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the Incomplete/I grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. Incomplete/I grades that remain unchanged after twelve weeks will lapse to F, NP or U. Receiving an I grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The Incomplete/I grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses.
- **All Grades are Final:** No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.
- **Sexual Harassment:** The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy. All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution.

### **About Your Online Course Materials:**

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.

- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.
- If you need assistance downloading student materials from your course, please contact Canvas Support or the UCLA Extension Learning Support Team.

**Campus Safety Escorts:**

For students taking classes held on the UCLA campus and in and around Westwood Village, the UCLA Police Department provides a free walking escort service every day of the year from dusk until 1 a.m. Community Service Officers (CSOs) are available to walk students, faculty, staff members and visitors to and from anywhere on campus, in Westwood Village, and in the village apartments. CSOs are uniformed students who have received special training and are employed by the UCLA Police Department.

**Schedule:**

Week	Topics	Notes
1.	<p><b>Introduction, Overview, and History:</b></p> <p>Course Overview:</p> <p>Introduction to class structure and grading.</p> <p>Lecture: entertainment eco-system – understanding why the past is relevant to today’s innovation.</p> <p>Student Professional Introduction</p>	<p>INTRO ARTICLES:</p> <p>Reading Assignments &amp; Discussions The Biz Chapters 1 &amp; 2</p> <p><a href="#">Classic Hollywood</a></p> <p><a href="#">The End of the Studio System</a></p> <p><a href="#">The History of Hollywood</a> (Slide Share) Video &amp; Assignments:</p> <p>An Empire of Their Own (video link)</p> <p>Discussions and or Assignments (follow directions on canvas): Watch videos &amp; discuss</p> <p>Complete Professional Introduction Assignment</p>

<p><b>2.</b></p>	<p><b>The Next Generation Media Company:</b></p> <p>Understanding Market needs &amp; fits for today's entertainment marketplace.</p> <p>Future of Digital Media</p> <p>Disruption of digital (streaming) distribution</p> <p>Impact of Social Media: YouTube, Periscope, Snap Chat, Instagram, and Facebook</p> <p>Future of Gaming: Virtual &amp; Augmented Reality</p>	<p>Article Assignments (follow directions on canvas):</p> <p>Hot Topics Discussion: Post Headlines that feature the week's topic: Daily Variety Hollywood Reporter Billboard Ad Age Deadline Hollywood</p> <p>Discussions and/or Assignments (follow directions on canvas): Write an analysis on the next generation media company. Reading PWC: Streaming The Future Reading Goldman Saks: Profiles in Innovation Virtual &amp; Augmented Reality Watch Video and Discuss: Future of Digital Media</p>
<p><b>3.</b></p>	<p><b>Creative &amp; Innovative Entertainment Properties:</b></p> <p>Learn the basic steps for creative ideas. From concept to research to determining market needs.</p> <p>Learning what new platforms will drive content creation, provide sustainability, and how this will impact the advertising.</p>	<p>Discussion and or Assignment (follow directions on canvas): Create an Entertainment Business Concept.</p> <p>Reading Material (see canvas):</p> <p>Hot Topics Discussion: Headlines that feature the week's topic: Daily Variety Hollywood Reporter Billboard Ad Age Deadline Hollywood</p>
<p><b>4.</b></p>	<p><b>Content, Rights, and Intellectual Property</b></p> <p>Understanding protections of ideas, content and other entertainment properties.</p> <p>(Guest Speaker: BONNIE BERRY LAMON, ESQ)</p>	<p>Reading Material:</p> <p>The Biz: Chapters: 16, 17, and 19</p> <p>Discussions and or Assignment (follow directions on canvas): Quiz #1</p> <p>Hot Topics Discussion: Headlines that feature the week's topic:</p> <p>Daily Variety Hollywood Reporter Billboard Ad Age Deadline Hollywood</p>

<p><b>5.</b></p>	<p><b>Marketing</b></p> <p>The importance of Marketing and branded entertainment. A Look into Movie Market Plan and Marketing Campaigns.</p>	<p>Discussions and or Assignment (follow directions on canvas): The Biz Chapter 18  <b>MARKETING ARTICLES REQUIRED READING</b>  Hot Topics Discussion: Headlines that feature the week’s topic:</p> <p>Daily Variety Hollywood Reporter Billboard  Ad Age  Deadline Hollywood</p>
<p><b>6.</b></p>	<p><b>Distribution:</b></p> <p>Understanding the importance of securing distribution for content.</p> <p>Learning the types of distribution that are available for content creators.</p>	<p>Discussions and or Assignment (follow directions on canvas): The Biz: Chap 10 &amp; 11  Hot Topics Discussion: Headlines that feature the week’s topic:</p> <p>Daily Variety Hollywood Reporter Billboard  Ad Age  Deadline Hollywood</p>
<p><b>7.</b></p>	<p><b>Digital, TV, and Film:</b></p> <p>The current and future role each platform will play in content creation.</p> <p>Look at what is the best content for each platform. (ie. diginets, broadcast, cable, and features).</p> <p>(Guest Speaker TBA)</p>	<p>Discussions and or Assignment (follow directions on canvas): Quiz #2  <b>REQUIRED READING</b>  Hot Topics Discussion: Headlines that feature the week’s topic: Daily Variety Hollywood Reporter Billboard  Ad Age  Deadline Hollywood</p>
<p><b>8.</b></p>	<p><b>Financing:</b></p> <p>Great ideas need funding. Learn tips on how to position your product or service to investors.</p> <p>(Guest Speaker: Zach Ferres CEO Coplex)</p>	<p>Discussions and or Assignment (follow directions on canvas): The Biz: Chapter 6  Pitch Deck for funding  Hot Topics Discussion: Headlines that feature the week’s topic: Daily Variety Hollywood Reporter Billboard  Ad Age  Deadline Hollywood</p>

<p><b>9.</b></p>	<p><b>Deal Making - Agents and Attorneys:</b></p> <p>Learn the type of deals agents and attorneys work on and why this expertise is important in the entertainment eco-system.</p>	<p>Discussions and or Assignment (follow directions on canvas): The Biz Chapters 7 &amp; 21</p> <p>Lean Canvas</p> <p>Hot Topics Discussion: Headlines that feature the week's topic: Daily Variety Hollywood Reporter Billboard Ad Age Deadline Hollywood</p>
<p><b>10.</b></p>	<p><b>Final Projects</b></p>	<p>Discussions and or Assignment (follow directions on canvas): Final Project Documents Due</p> <p>Hot Topics Discussion: Headlines that feature the week's topic:</p> <p>Daily Variety Hollywood Reporter Billboard Ad Age Deadline Hollywood</p>
<p><b>11.</b></p>	<p><b>Final Project Presentation &amp; Quiz 3</b></p>	<p>FINAL PRESENTATIONS - Pitch Live to Class Quiz #3</p>