

GRADUATE EMT COURSES

Fall 2019

Spring 2020

Course	Title	Time & Professor	Course	Title	Time & Professor
MKTG-GB.2119	Entertainment & Media Industries*	W 6-9p (1 st Half) <i>Hardart</i>	MKTG-GB.2119	Entertainment & Media Industries* Section 1 Section 2	M 6-9p (1 st Half), <i>Hardart</i> TR 10:30-11:50a (1 st Half), <i>Hardart</i>
MKTG-GB.2123	Deal Making and Business Development in Media	M 6-9p (2 nd Half), <i>Walker</i>	MKTG-GB.2114	Business of Sports Marketing	W 6-9p, (1 st Half), <i>Land/Lieberman</i>
MKTG-GB.2325	Digital Media Innovation	T 6-9p, <i>Coleman</i>	MKTG-GB.2120	Movie Marketing, Distribution, & Exhibition	T 6-9p (1 st Half), <i>Faber</i>
MKTG-GB.2173	New Media In Marketing	M 6-9p (1 st Half), <i>Edis</i>	MKTG-GB.2173	New Media In Marketing	T 6-9p (2 nd Half), <i>Edis</i>
MKTG-GB.2191	Technology Product Management	R 6-9p (2 nd Half), <i>Breen</i>	MKTG-GB.2191	Technology Product Management	R 6-9p (1 st Half), <i>Breen</i>
MKTG-GB.2192	Predicting the Future of Technology	R 6-9p (2 nd Half), <i>Webb</i>	MKTG-GB.2193	Technology Product Management II	R 6-9p (2 nd Half), <i>Breen</i>
MKTG-GB.2132	Digital Transformation in Entertainment & Media	W 6-9p (2 nd Half) <i>Rose</i>	MKTG-GB.2192	Predicting the Future of Technology	R 6-9p (1 st Half), <i>Webb</i>
MKTG-GB.2370	New Products	T 6-9p, <i>Muller</i>	MKTG-GB.2150	Social Media & Mobile Tech	W 6-9p (2 nd Half), <i>Prescott</i>
FINC-GB.3125	Corporate Strategy and Finance in Entertainment & Media	M 6-9p (2 nd Half), <i>Smith</i>	MKTG-GB.2124	Digital Disruption: Creating and Capturing Value	T 6-9p (1 st Half), <i>Keogh</i>
FINC-GB.3126	Financial Analysis in Entertainment & Media	M 6-9p (1 st Half), <i>Cha</i>	MKTG-GB.2116	The Business of Producing	M 6-9p (2 nd Half), <i>Hardart</i>
OPMG-GB.2313	Operations in Entertainment: Las Vegas	Jan 2020, <i>Chernoff</i>	MKTG-GB.2313	Craft & Commerce of Cinema: Cannes	May 2020, <i>Lieberman</i>
INFO-GB.2318	Digital Strategy	S 9a-12p, <i>Sharma</i> M 6-9p, <i>Sharma</i>	FINC-GB.3145	Investment Banking & Private Equity in EMT	W 6-9p (2 nd Half), <i>Finkel/Grovit</i>
INFO-GB.3362	Emerging Tech & Business Innovation	R 6-9p, <i>Tuzhilin</i>	INTA-GB.3140	Tech Evolution & Econ	January 2020, <i>Schilling</i>
INTA-GB.3323	Tech Solutions	R 1:30-4:20p, <i>Eggers</i>	INTA-GB.2307	Tech Industry Drivers	M 6-9p, <i>Gode</i>
ECON-GB.2345	Business of Platforms, Networks, 2-sided Markets	T 6-9p, <i>Economides</i>	INTA-GB.3143	Digital Music Business	W 6-9p (2 nd Half), <i>Ellner</i>
MGMT-GB.3155	Tech Innovation Strategy	T 1:30-4:20p (2 nd Half), <i>Schilling</i> T 6-9p (2 nd Half), <i>Schilling</i>	TECH-GB.2318	Digital Strategy	TR 10:30-11:50a, <i>TBD</i>
OPMG-GB.2354	Decision Analytics - Sports	W 6-9p, <i>Riccio</i>	TECH-GB.3162	Emerging Technologies	MW 9-10:20a, <i>Tuzhilin</i>
<p><i>Note:</i> *Indicates required for EMT specialization. <i>Spring 2020 is subject to change.</i></p> <p>Revised: 10/10/19</p>			ECON-GB.2360.20	Sports Economics	T 1:30-4:20p, <i>Bowmaker</i>



FESTIVAL DE CANNES

CONTENT & COMMERCE IN CINEMA
73rd ANNUAL CANNES FILM FESTIVAL 2020

The Stern School of Business, EMT Program, is offering an MBA class on Global Cinema featuring attendance and teaching at the 2020 Cannes Film Festival. The course will be offered in the Spring 2020 and will begin with several lectures at Stern before the Festival and a final assignment after the return to NY. Professor Al Lieberman will be teaching and leading this class. The students are expected to arrive on Sunday, May 16, 2020 at the selected hotel and to depart on Sunday, May 24, 2020 (exact dates subject to change).

If accepted, the cost of the course for seven nights, registration and access to Festival resources on the French Riviera based at a 4 star hotel in Juan Les Pins will be \$2,500, plus the cost of airfare and some meals. As with DBI courses, the \$2,500 course fee will be added to your Spring 2020 Bursar bill. This has been a great opportunity for students to use frequent flyer miles and travel before or after the course in France, Italy, or other neighboring countries. For those interested, a more detailed syllabus will be available upon request.

The course will consist of lectures from the Professor and guests from the industry on film development, financing, budgeting, supplementary revenues, distribution, foreign sales, marketing, exhibition, re-purposing, etc. We will also discuss the role of film critics, the importance of industry trade magazines, the need for joint ventures, and the impact of digital technology. We will attend panels sponsored by *Variety* magazine and other Film Festival participants. The classes, when scheduled, will be on Thursdays (4:30-5:50PM).

You will have an opportunity to ask questions of producers, directors, financiers, studio executives, and many senior executives attached to the business. Both during the day and in the evenings there will be continuous screenings of selected International and some American films, both Hollywood and independents. There will also be invitations to the occasional distributor and sponsors' functions.

Only 26 Stern students will be able to register for this course. In order to be considered for a place in this course, we must receive your resume and an essay describing the reason for interest in the course by answering the questions listed below. Please send by email to Mike Beato at mbeato@stern.nyu.edu by **October 23, 2019. Be sure to include your email address. Student acceptances will be announced by **November 07, 2019**.**

Please Note: MKTG-GB.2119 (Entertainment & Media Industries) is a pre-requisite/co-requisite for this course. If you have not taken it already, you can take it at the same time as the Cannes course.

Questions to be answered in the essay:

1. Explain why you want to be part of the class.
2. If accepted, what would your contribution be to the class?
3. What experience have you had in the Entertainment and Media industry prior to arriving at Stern, or currently through work or internship?
4. What are your career goals?
5. What has been your involvement in EMSA and in the EMT Program?
6. If you are accepted as a participant, what do you expect from the course?