

Fall 2020

Course	Title	Time	Professor
MKTG-GB.2119	Entertainment & Media Industries*	M 6:30-9:30p (1st Half of semester)	Hardart
MKTG-GB.2123	Deal Making and Business Development in Media	M 6:30-9:30p (2nd Half)	Walker
MKTG-GB.2132	Digital Transformation in Entertainment & Media	M 6:30-9:30p (2nd Half)	Rose
MKTG-GB.2173	New Media In Marketing	M 6:30-9:30p (1st Half)	Edis
MKTG-GB.2191	Technology Product Management	R 6:30-9:30p (1st Half)	Breen
MKTG-GB.2325	Digital Media Innovation	T 6:30-9:30p	Hardart, Krushel
MKTG-GB.2370	New Products	M 6:30-9:30p	Muller
FINC-GB.3125	Corporate Strategy and Finance in Entertainment & Media	M 6:30-9:30p (1st Half)	Smith
FINC-GB.3126	Financial Analysis in Entertainment & Media	M 6:30-9:30p (2nd Half)	Cha
OPMG-GB.2313	Operations in Entertainment: Las Vegas	Jan 2021	Chernoff
TECH-GB.2318	Digital Strategy	TR 9:30-10:50a R 6:30-9:30p (IP)	Lifshitz-Assaf Sharma
TECH-GB.3362	Emerging Tech & Business Innovation	R 6:30-9:30p	Tuzhilin
ECON-GB.2345	Business of Platforms, Networks, 2-sided Markets	T 6:30-9:30p	Economides
MGMT-GB.3155	Tech Innovation Strategy	M 6:30-9:30p (1st Half) T 2:00-4:50p (1st Half)	Schilling
OPMG-GB.2354	Decision Analytics - Sports	W 6:30-9:30p	Riccio

**Indicates required for EMT specialization. **Requires application IP=In person Spring 2021 is subject to change.*

Spring 2021 (Tentative)

Course	Title	Time	Professor
MKTG-GB.2119	Entertainment & Media Industries* Section 1 Section 2	TR 12:30-1:50p (1st Half) M 6-9p (1st Half)	Hardart
MKTG-GB.2114	Business of Sports Marketing	W 6-9p, (1st Half)	Land, Lieberman
MKTG-GB.2116	The Business of Producing	T 6-9p (2nd Half)	Newman
MKTG-GB.2120	Movie Marketing, Distribution, & Exhibition	T 6-9p (1st Half)	Faber
MKTG-GB.2124	Digital Disruption: Creating and Capturing Value	T 6-9p (1st Half)	Keogh
MKTG-GB.2150	Social Media & Mobile Tech	W 6-9p (2nd Half)	Prescott
MKTG-GB.2173	New Media In Marketing	T 6-9p (2nd Half)	Edis
MKTG-GB.2191	Technology Product Management	R 6-9p (1st Half)	Breen
MKTG-GB.2193	Technology Product Management II	R 6-9p (2nd Half)	Breen
MKTG-GB.2192	Strategic Foresight and Predicting the Future of Technology	R 6-9p (1st Half)	Webb
MKTG-GB.2313	Craft & Commerce of Cinema: Cannes Film Festival**	Spring/May 2021	Lieberman
INTA-GB.3140	Tech Evolution & Econ	January 2021	Schilling
INTA-GB.2307	Tech Industry Drivers	M 6-9p	Gode
INTA-GB.3143	Digital Music Business	W 6-9p (2nd Half)	Ellner
TECH-GB.2318	Digital Strategy	TR 9:30-10:50a	Lifshitz-Assaf
ECON-GB.2360.20	Sports Economics	T 2:00-4:50p	Bowmaker