

# ENTERTAINMENT BUSINESS (CMEB)

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## Courses

### **CMEB 515 - The Business of Entertainment** **Credits 3**

The Entertainment Industry is dynamic and influential, with the power to shape cultures and attitudes. In this course, we will use various case studies to explore entertainment and media companies and their management, in order to gain an understanding of the ecosystem and value chain. The cases will cover movies, television, streaming and digital entertainment, how they interact and compete, and how technology and disruptions affect strategy. **Grade Mode:** A.

**Restriction(s):** Must be Master of Business Admin (MBAD); and Graduate Level.

### **CMEB 604 - Entertainment Marketing and Targeting Your Audience** **Credits 3**

This course provides a deep dive into the methods by which entertainment businesses target their audiences and market themselves and the product they provide to customers, and how it's changed through the years. Brand campaigns, electronic press kits (EPKs), on-air promotion, trailer creation distribution, digital ads, short-form campaigns, and other promotional strategies are just a part of this complex yet critical aspect of the entertainment world where media is used to support media. **Grade Mode:** A.

**Prerequisite(s):** CMEB 515.

**Restriction(s):** Must be Master of Business Admin (MBAD); and Graduate Level.

### **CMEB 613 - Content Creation and Strategy** **Credits 3**

At the core of the media business, it's all about the content. Entertainment businesses develop, produce, acquire, and/or house user-generated content as part of their business models. The aggregation of this content creates studios, networks, platforms and brands. Students learn how completed content is acquired, how new content is developed, the greenlighting process inside organizations, and the strategies employed by industry leading companies to aggregate all of this content for the consumer. **Grade Mode:** A.

**Prerequisite(s):** CMEB 515.

**Restriction(s):** Must be Master of Business Admin (MBAD); and Graduate Level.