This course is designed for undergrads interested in beginning a business career in this new emerging digital media and entertainment industry. Future successful industry professionals will need to understand how to manage new products and services delivered through digital platforms.

**Course objectives**

This course is geared to students interested in gaining a general understanding of how the entertainment and media industries operate as well as how IT, the Internet, and mobile technologies, and virtual reality are changing the economics and management of entertainment and media industries.

**Key concepts**

- Industry overview of the entertainment and new media industries
- New communication and information technologies (e.g. Web 2.0, IPTV, LTE, 4G and RFID, virtual reality)
- Effect of mobile technologies on interactive digital media
- Assessing new business models and business opportunities
- Develop skills to systematically build new business models
- The dynamics of the entertainment/media and IT ecosystem and value chains
- Emerging strategic management issues in this space
- First-hand perspective of current strategies and new offerings

**Course description**

Interactive Digital Media includes the traditional entertainment and media industries (motion pictures, television, cable, publishing, radio, music and the arts) as well as new players from the online world, mobile and landline telecom service providers, and others who are seeking new business models that challenge and also offer new opportunity to the media industries. This course will employ lectures, case studies, guest speakers from entertainment and new media companies, such as Electronic Arts, Disney and Warner Brothers and site-visits to “Digital Hollywood” and other entertainment companies.