



Lloyd Greif Center
for Entrepreneurial Studies

USC Marshall
School of Business



Entertainment Entrepreneurship

BAEP 460 @ *the brand new Fertitta Hall (JFF)* room 417

Wednesdays 5:00 to 6:50pm

Fall Syllabus Intro

Michael Napoliello

Office: TBD

Coaching Hours: TBD

I am happy to schedule an individual meeting with you. Please contact me by email (Napoliello@marshall.usc.edu) to schedule.

OVERVIEW

INTRODUCTION & COURSE OBJECTIVE

Entrepreneurs thrive in the entertainment industry!

In this class, we uncover the entrepreneurial fundamentals key to success in entertainment. We also explore current trends and opportunities, with an emphasis on where **you** fit in and how **you** can develop your personal brand.

To achieve these objectives, a combination of methods will be used, including topical lectures, group discussions/exercises, and presentations by dynamic speakers who are *movers and shakers* in the business. You will have the opportunity to learn from **real world pros!**

ABOUT THE INSTRUCTOR

I am a lifelong entrepreneur who loves teaching. The company I co-founded in my college dorm (U.S. Marketing & Promotions, now part of Omnicom) is currently the leading event marketing agency in the country. I am also a movie producer and board member at **Radar Pictures**, known for hit films such as "Mr. Holland's Opus," "The Last Samurai," "Spring Breakers," and "Riddick." I am passionate about helping entrepreneurs succeed.

Start. Be Bold. Succeed!

REQUIRED MATERIALS

Everyone is expected to come prepared to discuss and apply the assigned readings.

Textbook:

Business Lessons from Hollywood: What I Learned as an Entrepreneur in the Capital of Entertainment (Atom Alex Helling) Available through USC Bookstore and Amazon (Kindle or Print edition)

http://www.amazon.com/Business-Lessons-Hollywood-Entrepreneur-Entertainment-ebook/dp/B00NDUTHIU/ref=sr_1_1?ie=UTF8&qid=1412351513&sr=8-1&keywords=business+lessons+from+hollywood+what+i+learned

A USC exclusive: You will get a chance to meet the author!

Readings:

Articles from online and traditional trade publications (such as ***Billboard***, ***Variety***, ***Deadline***, ***Advertising Age***) will be assigned and reviewed. Familiarity with industry trades, issues, and best practices will be a key takeaway from this class.