Entertainment Entrepreneurship

BAEP 460 @ *the world famous* ACC building room 310

Wednesday 4:00 TO 5:50

Fall 2015 Syllabus (ver 8-19-15)

Michael Napoliello
Office: Bridge Hall 1 (BR1), basement level
Coaching Hours: Tuesday 4:30 – 5:45 and Wednesday 2:30 – 3:45

I am happy to schedule an individual meeting with you. Please contact me by email
(Napoliel@marhsall.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 **yo**u 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!

CLASS SUMMARY

ASSIGNMENTS & GRADING

Below find the list of key assignments and grading elements.

Assigned	DUE	ASSIGNMENT	POINTS
→	Sept 2	Chapters for Discussion (first 4 sections, Chapter 1)	NA
Aug 26	Sept 9	Personal Pitch presentation	100
Sept 2	Sept 30	Trace Back paper	200
→	Oct 7	Chapters for Discussion (Chapters 2 & 4)	NA
Sept 16	Oct 14	Opportunity Recognition Project*	500
→	Oct 21	Chapters for Discussion (Chapter 5)	NA
Sept 30	Nov 18	The Future of Entertainment: Group Mini-Challenge*	600
Aug 26	Dec 2	NEW CONTACT LOG	300
Aug 26	Dec 2	Maverick Rules Journal	100
Sept 2	Dec 2	Thank You Emails & LinkedIns (10 pts. each; max. 10)	100
→	Ongoing	Participation/ Reading Discussion/ Attendance Grade	100
		TOTAL FOR CLASS	2000
		POSSIBLE BONUS POINTS	
Aug 26	TBD	Rocket Pitches (aka GOTO presentations)	50

* Grader must be included with assignment

PLAN & SPEAKERS

Topics & Speakers subject to change.

INTRO

Week 1

August 26

TOPIC 1: Fundamentals of Entertainment Entrepreneurship

TOPIC 2: How to ace 460! (Syllabus & Text Intro)

ASSIGNMENT: (1) New Contact Log (2) Rocket Pitches (3) Personal Branding Project

START

Week 2

September 2

TOPIC: Upon the Virtual Stage (Artists, Athletes, Performers in the 21st Century)

SPEAKER: Chris and Merideth Rojas, founders, Digitour

ASSIGNMENT: (1) Thank You Emails & LinkedIns (2) Trace Back

READING: Chapters

Week 3

September 9

TOPIC: Key "Start" Concepts, "Road Trip" Info

DUE: Personal Pitch Presentations

Week 4

September 16

TOPIC: Movies (Independent producers, from "Kickstarters" to Mini-Majors, take-on the blockbuster)

SPEAKER: Tom DeSanto, creator and producer X-Men, Transformers movie franchises

ASSIGNMENT: Opportunity Recognition Project

Week 5

September 23*

ROAD TRIP: Maker Studios (class meets at the world's leading MCN)

__* might be changed to USC Alumni EOY Awards!__

PITCH

Week 6

September 30

TOPIC 1: Life's A Pitch: Selling Dreams not Things (The most important skill you can have)

TOPIC 2: Using the media to "build your brand"

ASSIGNMENT: The Future of Entertainment (team exercise)

DUE: Trace Back

Week 7

October 7

TOPIC: TV (Opportunities at the dawn of the multi-screen era)

SPEAKER: Richard Rosenblatt, founder, co-founder, CEO, Whipclip

READING: Chapters

Week 8

October 14

TOPIC 1: Music & Concerts – The Rise of "Reversandising" (what it means for entrepreneurs)

TOPIC 2: The Record Industry (Everybody's a record company now)

SPEAKER: Sue Drew, Kobolt Music

DUE: Opportunity Recognition Project

MANAGE

Week 9

October 21

TOPIC: Agents, Managers, Networking (It *is* "who you know")

ASSIGNMENT REVIEW: The Future of Entertainment (team exercise)

READING: Chapters

SPEAKER: Phillip Sun

Week 10

October 28

In-office coaching for final project (no class). You must sign-up in advance!

Week 11

November 4

TOPIC 1: Retailtainment & Edutainment (How entertainment can take over everything)

TOPIC 2: Selling Experiences – the rise of the "experience economy" & Experiential Marketing

Week 12

November 11

TOPIC 1: "Sue 'em" (LLCs, IP, and other legal issues facing entertainment entrepreneurs)

TOPIC 2: Distribution: Pirates to the Rescue?

SPEAKER: Matt Mason, Vice president, BitTorrent and Ben Laski, Hollywood attorney

Week 13

November 18

DUE: The Future of Entertainment (group presentations)

Week 14

November 25

NO CLASS: **Happy Thanksgiving!**

OUTRO

Week 15

December 2

FINAL LECTURE: Last Days, First Steps

DUE: Thank You Emails & LinkedIns, New Contact Logs

Now… Start Something Great!

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.

CLASS ASSIGNMENT INSTRUCTIONS

PERSONAL BRAND/PITCH WORKSHOP

Perfecting the "who you are and what are you working on" pitch. A key tool. Assigned in class. Don't miss out.

TRACE BACK

<u>1.5 PAGE (MAX) PAPER (STANDARD FORMAT, SEE BELOW).</u>

Choose a major entertainment industry company you are interested in and "trace back" its origin. Provide 1: an overview of the company today 2: key milestones/pivots through its history 3: a brief history and insights into its origins and 4: key figures in the company's founding.

OPPORTUNITY RECOGNITION PROJECT

<u>1 PAGE (MAX) PAPER (STANDARD FORMAT, SEE BELOW). USE SECTION HEADS.</u>

NOTE: You do not have to following the wording exactly, just the order and section content.

Section 1: **Statement of Desire ("I'm excited about…")**
One sentence: "_____ (brand name) is an exciting new _____ (product/service) in the entertainment industry.

Section 2: **Concept Statement ("The opportunity is…")**
Bullet points how your product or service:
- Addresses a pain (customer problem, need, desire).
- Provides solution to the problem.
- Offers unique benefits and/or features.

Section 3: **Customers & Channels ("How will I make money…")**
[The purpose of this assignment is to consider the customers – industry, retail, end user – and distribution channels for your enterprise, whether traditional physical channels (video game consoles), services (catering or consulting) or online digital (mobile games)].

Simply state: My customers will be _____and I will facilitate my sales by _____.

Section 4: **Execution & Why Me ("My qualifications & how I will I get this done…")**
- Bullet (one or two) key qualifications and resources you have to execute.

Section 5: **Next steps ("I am taking these steps…")**
- Bullet (two or three) what you are doing to move your concept forward.

THE FUTURE OF ENTERTAINMENT: Group Mini Challenge

For this exercise you will be forming teams of 3 - 5 (max). Teams will present to the class and invited industry experts. As presenters you will:
- Indentify a particular industry segment you researched (i.e., the music industry)
- Highlight particular changes and innovations that are effecting that industry.
- Highlight opportunities that will be presented by these changes in the future.
- Suggest one key concept (business idea) that can profit from your predicted changes.

You will use PowerPoint and may use other props for this presentation. All team members must participate. Presentations should be rehearsed and they will be strictly timed. Presentations to last no more than **6** with a hard stop at 8 minutes each.

NEW CONTACTS (NEW CONTACT LOG)

You will meet new (valuable) contacts, aka Strangers (in person) who will be givers of information and possibly become a Mentor, friend, industry reference or guide. You will use the NEW CONTACT LOG TEMPLATE (posted in Blackboard). Make sure to scan their business card; outline your discussion – i.e. how you connected, what you learned about the industry & impact on your journey and where you meet.

You must meet a **minimum** of 10 New Contacts this semester.

MAVERICK RULES JOURNAL

1 TO 2 PAGES.

In each class session we will summarize one concept we believe to be key to entrepreneurial success: the Maverick Rules. You will keep a Journal of the Maverick Rules that:
- Lists and highlight the one noted at the end of each class.
- Add a min. of 5 (or more!) of your own (this is TOTAL PER SEMESTER, not per class).
- Standard Paper Style (see below)

THANK YOU EMAILS AND/OR LINKEDINS

We expect to have several guest speakers. (For this assignment you can go beyond our guests and include people from your New Contact Log and other important connections you make during the semester. Among them may be mentors, industry contacts, someone who would hire you as intern, etc. You should try to connect with them ALL (a specified number of your Emails and/or LinkedIns can count for class credit.) You will be instructed as to proper form and best practices in class. Print a copy of the "sent" email or response and/or a screen shot of the LinkedIn connection. As noted, 10 count for grade points.

ROCKET PITCH (aka GOTOs)

Students are urged to volunteer presentations in class – Rocket Pitches (aka GOTOs)! These may be about an event you attended, a special New Contact encounter, a new enterprise you're initiating, etc. Your pitch should be approx. 2 minutes, PPT optional. There are a limited number of times available. Email Napoliello@marshall.usc.edu for to schedule **(max 2 per person)**. Bonus Points will be based by the quality of the learning and the discussion it engenders.

STANDARD PAPER FORMAT & SUBMISSION REQUIREMENTS

Note: All written submissions must be turned in Electronically to Blackboard **AND** handed to me in class on due date.

All papers, cases will follow the format:
o   Your name, USC email, and page numbers on each page
o   One inch margins all around – 1½ line space
o   12 point font size
o   <u>Stapled</u> if more than 2 pages (not stapled -10%)
o   Hard Copy turned in before the beginning of class, Grader attached if applicable (no Grader -10%)

<u>ON TIME PAPER DELIVERY</u>

If you can't make deadlines, you can't be a successful entrepreneur. As a young entrepreneur, I asked a major client I was pitching if I had any chance of winning their business. They said, "If you show up on time and make your pitch, you have a chance. If you don't, you don't."

HARD COPIES of papers are due **IN CLASS** before the beginning of the class starting time (1:59PM). Students and teams **must also upload assignments to Blackboard** prior to in-class deadline. The following deductions apply for late submission of the course work:

Submission between 10:05AM & end of class:	10% loss of score
Submission between next day and beginning of next class:	25% loss of score
After that:	**NO SCORE**

If you are excused or must be absent for a class meeting, upload and deliver your hard copy of your work to the office at Bridge Hall #1 before the class time in order to be considered on time.

GRADING

Final grades represent how you perform in the class relative to other students. Historically, the average grade for undergraduate elective classes at the Marshall School has been 3.3 (B+). Your final grade will be assigned based on your total points from the various assignments and other course evaluation components (listed in the table on "Assignments & Grading"), the overall average points within the class, and your ranking among all students in the class.

PARTICIPATION

1.   Attendance at class sessions is critical. We may discuss material not found in the textbook or articles as well as conduct in-class exercises. You can miss one class without penalty—no questions asked, no need to let me know. Further absences will reduce your participation grade. If you miss a class, you are responsible for staying up-to-date on course content and assignments.
2.   Show up on time and stay until the end — it is disruptive to your classmates' learning experience if you arrive late or leave early.
3.   Participate actively in classroom discussions and in-class exercises. Effective class participation consists of analyzing, commenting, questioning, discussing, and building on others' contributions. The ability to present one's ideas concisely and persuasively and to respond effectively to the ideas of others is a key entrepreneurial skill.
4.   Make good use of guest presenters' time. **Come prepared to class with questions for professor and especially Living Case speakers!**

CONFIDENTIALITY & OTHER POLICIES

Greif Center for Entrepreneurial Studies Confidentiality Policy
Throughout The Entrepreneur Program's classes and events, students will be exposed to proprietary information from other students, guest lecturers, and faculty. It is the policy of The Entrepreneur Program that all such information be treated as confidential.

By enrolling in and taking part in The Entrepreneur Program's classes and activities, students agree not to disclose this information to any third parties without specific written permission from students, guest lecturers or faculty, as applicable. Students further agree not to use any such proprietary information for their own personal commercial advantage or for the commercial advantage of any third party.

In addition, students agree that any legal or consulting advice provided without direct fee and in an academic setting will not be relied upon without the enlisted opinion of an outside attorney or consultant without affiliation to The Program.

Any breach of this policy may subject a student to academic integrity proceedings as described in the University of Southern California "University Governance Policies and Procedures" as outlined in SCampus and to any remedies that may be available at law.

The Entrepreneur Program, the Marshall School of Business and the University of Southern California disclaim any responsibility for the protection of intellectual property of students, guest lecturers or faculty who are involved in The Entrepreneur Program classes or events. Receipt of this policy and registration in our classes is evidence that you understand this policy and will abide by it.

Technology Policy
*Laptop and Internet usage **is not permitted** during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions.*

*Videotaping or audiotaping faculty lectures **is not permitted** due to copyright infringement regulations. Use of any distributed material is reserved exclusively for the USC students registered in this class.*

Statement for Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit www.usc.edu/disability

Statement on Academic Integrity
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, (www.usc.edu/scampus or http://scampus.usc.edu) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/ . Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Emergency Preparedness/Course Continuity
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies. Please make sure you have access to the course in Blackboard; this will be crucial in an emergency. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.