



Entertainment Entrepreneurship

BAEP 475

Syllabus Intro

Instructor: Michael Napoliello
(Napoliel@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.

Sectors covered include: Movies, TV, Internet, Games, Music, and more!

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," "Riddick," "Jumanji: Welcome to the Jungle." I am passionate about helping entrepreneurs succeed.

Start. Be Bold. Succeed!