



## **BAEP 475 – Entertainment Entrepreneurship**

*Syllabus – Fall 2023*

Sec 14404 Monday – 2pm – 3:50pm meets JFF 414

Sec 14403 Monday – 4pm – 5:50pm meets JFF 414

**Instructor:** Michael Napoliello  
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### **Course Description**

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!

### **Learning Objectives**

Upon taking this course, the student will be able to:

1. Recognize and articulate the types of entrepreneurs/corporate entrepreneurs in media and entertainment.
2. Describe the historical nature of the industry, across TV, Cable, and New Media (i.e., key players then and now; key customer; distribution channels).
3. Develop a personal strategy to be able to “break into” the industry of “who you know.”
4. Recognize entrepreneurial opportunities and barriers created by new media.
5. Analyze the trends in new media, across music, gaming, apps, serial, reality, interactive, social content and social influencers.
6. Leverage, for their own ventures, an understanding of the importance of strong content and the evolution of the nature of content.
7. Apply funding and monetization strategies typical of new media ventures for their own ventures in the industry.

### **Required Materials**

Required materials include the following. Students are expected to come prepared to discuss and apply the assigned readings.

- Articles from online and traditional trade publications (e.g., *Billboard*, *Variety*, *Deadline*, *Advertising Age*), to be assigned and reviewed throughout the semester. Familiarity with industry trades, issues, and best practices will be a key takeaway from this class.
- Recommended but not required: *Hit Makers, The Science of Popularity in the age of Distraction* by Derek Thompson. *Smartcuts: How Hackers, Innovators, Mavericks Accelerate Success* by Shane Snow.

### Grading Policies

Grades for this class are expected to average around 3.3.

To achieve an A or A- in this class, you will need to go far beyond the minimum requirements as stated in the syllabus in terms of the quality of your work and your involvement in and contribution to the class. An A is a sign of superior work and, much like the efforts of entrepreneurs, reflects the fact that you stood out from the crowd. All assignments will have complete instructions available in BB and will be discussed in class before they are due.

If you have any questions about your grade during the semester, please make an appointment to see me to discuss your concerns. Do not wait until the end of the semester to do so!

### 475 ASSIGNMENTS AND GRADING DETAIL

<i>Assigned</i>	<i>Due</i>	<i>Assignment</i>	<i>Points</i>
	Ongoing	Participation	150
8/28	9/18	Personal Brand presentation	100
10/3	10/2	Graded Pitch Exercise: Quick Pitch (in class assignment)	50
9/11	10/23	Trace Back & Designing the Blockbuster Paper	500
9/11	11/20	Professional Networking Assignment	300
9/25	11/13	The Future of Entertainment: Group Presentation	600
9/25	12/8	Future of Entertainment: Group Paper upload BB only	300
		<b>TOTAL FOR CLASS</b>	<b>2000</b>