



USC Marshall

School of Business
Lloyd Greif Center for
Entrepreneurial Studies

BAEP 475 – Entertainment Entrepreneurship

Instructor: Michael Napoliello

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.

- Additional 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.

About the Instructor: Michael Napoliello

I am a lifelong entrepreneur who loves teaching. The company I co-founded in my college dorm (U.S. Marketing & Promotions, www.themarketingarm.com, now part of Omnicom) is currently the leading promotional 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.