THE COURSE
This course provides an in-depth examination of the various business models and practices, as well as underlying economic traits, which characterize the media industries. Special attention is paid to television production and distribution, cable and satellite, publishing, film and cinema, gaming, and the Internet. This course is designed to track current business trends and strategies, especially in response to the emergence of digital technologies for the production and distribution of media.

Students are expected to make on-going use of trade and industry publications, as well as corporate reports and industry surveys, as part of their preparation for class and research. Each student will prepare a major research report over the length of the semester.

Guest speakers from the industry will make regular appearances. The weekly class schedule will be adjusted accordingly. Regular updates will be provided via email and Blackboard. Be prepared for last-minute changes.

Class Assignments and Evaluation

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Attendance, Participation, Periodic Pop Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Blog Entries (all blog entries due Monday, unless otherwise noted)</td>
<td>25%</td>
</tr>
<tr>
<td>Summary and Discussion Center for Communication Event</td>
<td>05%</td>
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<tr>
<td>Major Research Assignment (details to follow)</td>
<td>50%</td>
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<tr>
<td>Sector Analysis</td>
<td>10</td>
</tr>
<tr>
<td>Annotated Bibliography</td>
<td>10</td>
</tr>
<tr>
<td>Corporate Case Studies</td>
<td>10</td>
</tr>
<tr>
<td>Trend Analysis</td>
<td>10</td>
</tr>
<tr>
<td>Revised – Final Report</td>
<td>10</td>
</tr>
<tr>
<td>Final Quiz</td>
<td>10%</td>
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REQUIRED AND SUPPLEMENTAL READINGS

Required Books and Readings:

Required Course Documents as posted on Blackboard or course director’s blog
Standard and Poor’s Industry Surveys: various
At least one “trade” publication of your choosing (see following section)

**Supplemental Trade Publications and Trade Association Resources**

The **Business of Media Reference Guide** @ Bobst Library

Alexa Pearce, Librarian for Journalism, Media, Culture, and Communication, maintains a special reference page to support research for this class. It is an indispensible resource, providing access to company information, market data, sector analysis, industry trends, and independent analysis. Bookmark this url: http://nyu.libguides.com/businessofmedia

**Class Meetings – Tentative Schedule**

**Note:** Because the course makes liberal use of guest lecturers who are often unable to confirm attendance more than a few days in advance, the weekly schedule is subject to change. Ideally, you will be notified no later than Friday of the exact topic and required readings for each Tuesday’s class.

Each Class will include a discussion of selected entries from student blogs.

**Week 1:** Introduction
9 | 07

**Week 2:** Basic Economic Elements: time, space, supply & demand
9 | 14
Vogel, Chapter 1, & 2 and Standard and Poor’s: Advertising

**Week 3:** The Media Corporation: Business Models and Strategic Plans
9 | 21
Standard and Poor’s: Movies & Home Entertainment
Newspaper Association of America. “Why Newspapers?”

Guest: Alexa Pearce: Librarian, Journalism, Media, Culture, and Communication

**Week 4:** Motion Pictures & Hollywood
9 | 28
Vogel, Chapters 3, 4, and 5

**Week 5:** TV, Cable and Satellite
10 | 5
Vogel: Chapters 6 & 7
Standard and Poor’s: Broadcasting and Cable

**Week 6:** Publishing: Magazines and Books
10 | 12
Vogel: Chapter 9
Standard and Poor’s: Publishing
Re-Read: Vogel (review previous chapters)
Read: Vogel Chapter 10
Following weeks to be determined based on guest availability and relevant topics.

**Week 15**

**In-Class Final Test (questions supplied in advance)**