



**B8629 sec 1: Entertainment Marketing & The Crafting of Celebrity
Businesses Spring 2017**

*R – B Term Thursday 5:45pm - 9:00pm
WJW 208*

Professor: Jarrod Moses
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Office Hours: By appointment – schedule via e-mail

Course Capacity: 72

COURSE DESCRIPTION

The CELEBRITY endorsement business has changed dramatically over the past few years. Moving away from the one-off endorsement deal, CELEBRITIES are now asking their teams to secure equity positions in businesses, and in lieu of taking seven-figure deals up front, they are willing to utilize their personal equity to propel a company's position in the marketplace. But how many of these deals really work? And what is the reality to success? In this course we will deep dive into successes and failures. We will meet the celebrities, and/or their teams, and speak with the people who are crafting these deals. We will discuss in real time and in person, the point of view from both the company and the CELEBRITY side, and together assist with the ultimate decision to be made by both parties.

This course will also explore the ever-changing world of entertainment marketing and how the BRAND is becoming a more influential partner in the entertainment product that gets released into the marketplace. We will take a look at the evolution of “the deal”, and what triggers both the buying side and creative side to finally produce what consumers see and hear in their homes, theaters, radios, computers, and phones. We will speak with current players in the space to see how BRANDS are converting their positions from buyer to owner, and how the entertainment community is restructuring their businesses to accommodate this fast moving reality.

The outcome of this course is to provide students with real time, real life knowledge of the celebrity business and for students to leave after 6 weeks with unmatched knowledge about the entertainment and celebrity world. Students will meet the best in class players in the space, and be able to enter into the entertainment and celebrity industry with real insight and useful tools for success.

COURSE OBJECTIVES

- Entertainment Marketing and Celebrity Partnerships represent one of the fastest growing sectors in the entertainment business
- As traditional agencies and management companies change their models to accommodate the growing demands of both celebrities and business, this course is designed to provide a thorough insider's look and understanding of the industry and prepare for what the future will bring
- By hearing directly from the source, students will obtain firsthand knowledge of trends, watch-outs, opportunities, and brainstorm ideas with the shapers of the industry
- Within six sessions, students will obtain in depth knowledge, apply real-world thinking, and be constructively reviewed by true pioneers in the entertainment industry

Session 1

Understanding the Landscape

How has the proliferation of outlets affected the value of the entertainment product? How difficult is it to reach an audience? Who are the decision makers and what are their objectives? How do we price deals today? Mindshare vs. Marketshare?

Guest Lecturers:

- TBD

Session 2

How to Build a Successful Platform

What comes first, creative or commerce? What is the right balance? How does one measure success? What outlets lend themselves best to the content? How does one decide on the best mediums to use (music, film, TV, web, apps, place-based, et al)?

How do you choose the most relevant creators? What has worked and failed, and why?

Guest Lecturers:

- TBD

Session 3

See What the Future Brings

Meet some of the most leading, innovative content creators and learn what they are doing to gain the attention of brands. Demo new technologies and applications that allow consumers to interface with content and brand messaging at the same time seamlessly. Meet and hear from executives in both the entertainment and brand industries about what is important to them and what white space exists in their respective marketplaces.

Guest Lecturers:

- TBD

Session 4

The Good, The Bad, The Ugly

What Celebrity deals have worked and why? What deals are more PR than reality? What are some of the biggest successes and failures in the industry? What does it take/ the elements to construct a true business partnership? What are the guardrails to ensure as much success as possible. Where to play and what to avoid? What businesses lend themselves the most to a Celebrity partnership?

Guest Lecturers:

- TBD

Session 5

The Celebrity Landscape & Its Value

As all industries can be divided by category, how does one segment the Celebrity landscape? Different to how consumers may view, how does the industry break down the Celebrity world, and what are the most monetizing assets? How important is social media vs. traditional media, and how does one measure its success as it relates to the business partner/ product? What are the ROI metrics on an A-Lister vs. a B-Lister? How do we determine who will deliver the best success to a product or service?

Guest Lecturers:

- TBD

Session 6Real-Time Deal Making

Meet and learn directly from a Celebrity and their management, as well as the business/products partner, and discuss with them their successes and failures. Learn about what they currently are embarking upon and how they view the deal as its being built in real time. Understand from their point of view what's important, what works, and what to avoid. Have an opportunity to seek a point of view on an idea, as well as the reality of a proposition.

Guest Lecturers:

- TBD

GRADING

Class Participation – 50%. Grade is based on attendance, preparation for homework questions and cases, thoughtful participation in discussions and case studies, and engagement with guest speakers.

Final Presentation – 50%. Students will have a choice to present either a Branded Entertainment Program or a Celebrity Business Plan. Students will work in groups of 6 to create either program and present it to the class, as well as industry experts. The presentations must include a core strategy, roadmap to the idea, identification and rationale to the partners chosen, the “BIG IDEA”, and an implementation plan.