

CAREERS IN THE ENTERTAINMENT INDUSTRY

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Course Description

COM CM 561: Careers In The Entertainment Industry: The course will showcase speakers from various aspects of the entertainment industry who will discuss their role and real life experience in developing and guiding an entertainment project (be it a movie, play, book, or music) to success. The course surveys the nuts and bolts of taking an entertainment project from the ground up with emphasis on doing so in the digital age of the 21st Century.

Course Schedule

Week 1: Introduction to the course and its organization.

Week 2: Creating a Buzz part 1--Publicity and Public Relations for Film and TV. The role of the publicist in film and TV projects in the 21st Century. Speaker will explore publicity in traditional media outlets and the new expanding online media; and how publicity contributes to the overall success of the project. Speaker TBD.

Week 3: Creating a Buzz part 2--Publicity and Public Relations for Musical Acts. The role of the publicist in the music world of the 21st Century. Speaker will explore publicity in traditional media outlets and the new expanding online media. Speaker TBD.

Week 4: Getting Attention part 1--Promotion for Film and TV. The role of the promoter and various techniques to promote a film and/or TV show. Speaker will explore how promotion contributes to the overall success of the film/show. Speaker TBD

Week 5: Getting Attention part 2--Promotion for Musical Acts. The role of the promoter and various techniques employed to promote a musical act. Speaker to explore how promotion contributes to the overall success of a musical act by bringing more people to shows and creating a buzz by word of mouth. Speaker TBD.

Week 6: Legal Sea Food--The Attorney. The role of the attorney and the nuts and bolts of negotiating various entertainment industry contracts. Speaker TBD.

Week 7: Where Music and Film and TV Meet--Music Supervision. The role of the music supervisor, one of the hottest careers in recent years, and how to select music for various entertainment projects. Speaker will explore how picking the right song attributes to the success of a film or TV show and the musical act involved. Speaker TBD. Mid-term assignment due.

Week 8: Connecting the Public with the Project part 1--Advertising for Film and TV. The role of advertising in promoting a film or TV show. Speaker to explore identifying key demographics, coming up with the ad campaign, and selling the project without selling out. Speaker TBD.

Week 9: Connecting the Public with the Project part 2--Advertising for Musical acts. The role of advertising in promoting musical acts in the ever evolving digital age. Speaker to explore new online advertising techniques and more traditional brick and mortar style advertising. Speaker TBD.

Week 10: It All Comes Together Part 1--Management. The role of the manager in orchestrating the various professionals working on an entertainment project so that the team works to the best of its capabilities. Speaker to explore how a manager uses the tools of publicity, promotion, and advertising to take an entertainment project from the ground up. Speaker TBD.

Week 11: Student presentations of final projects. Final paper due.

Course Objectives

- Students will be able to understand how each element of PR, advertising, legal, etc., adds to the launch of an entertainment project. Professionals in the entertainment industry will provide hands on experience on how to promote, market, and advertise entertainment projects such as feature films, TV shows, and musical acts.
- Students will be exposed to professionals in the entertainment industry and learn from their real life experience in their respective fields. Speakers will provide in-depth accounts on their input and contribution to making an entertainment project become a hit and what they found not to work.
- Students will be able to connect assigned reading and class lectures and evaluate the various careers available in Hollywood and see how each works independently and as part of a team in garnering success for films, TV shows, and musical acts.
- Students will improve their writing and public speaking skills by completing the class written assignments and presenting the final project in front of the class and a panel of professional from the entertainment industry.

Course Assignments and Grading

Grading will be based on class participation and attendance, mid term assignment, and final assignment with the following percentage for each:

Attendance and Participation:	20%
Mid-Term Paper	20%
Final Paper	60%

Each assignment will be graded for the following:

Style:	
Grammar, Punctuation, Spelling & Syntax:	15%
Clarity:	10%
Organization (sentences and over all work)	15%
Substance	
Research	20%
Analysis	40%

Prompt arrival and full attendance are mandatory. Anyone who can't make a class should notify me ahead of time. Classes are 3 hours long and are extremely important as class lectures do not repeat assigned reading. You will be examined on diverse material coming from both readings and lectures. If you miss more than 3 classes you will be lowered one full grade (i.e. from B to B-).

Turn in of late assignments are not allowed except in cases of genuine emergency. In such cases, you will have to notify me ahead of time and provide proper documentation.

Description of Assignments

Mid Term Assignment (8-14 pages): Students will choose a mock entertainment project (feature film, TV show, or musical act) and briefly describe the project, why they chose it, and how they intend to create a successful plan implementing assigned readings and materials covered in the class.

Final Assignment: Students will implement the various tools learned and discussed in lectures and covered in the assigned reading to build their project from the ground up. The assignment is divided into 2 parts.

Part 1: Class Presentation--a PowerPoint presentation in front of the class and a panel of entertainment professionals. The presentation will include a brief description of the project itself and a detailed analysis of the use of publicity, public relations, promotion, and advertising to orchestrate and manage a creative plan for its success.

Part 2: Final Paper (12-20 pages). The paper is to be divided into the following parts:

1. Detailed description of the project.
2. Implementing a successful plan for the project incorporating materials from assigned reading and class lectures.
3. Analysis of the plan and why it would be successful for the chosen project.

Plagiarism Statement

All students are responsible for having read the Boston University statement on plagiarism, which is available in the Academic Conduct Code. Students are advised that the penalty

against students on a Boston University program for cheating on examinations or for plagiarism may be "...expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the dean."

Required Reading

Gail Resnik and Scott Trost, *All You Need to Know About the Movie and TV Business*(5th ed), (Fireside, 1996), 335pp.; \$13.00.

Frederik Levy, *Hollywood 101: The Film Industry*, (Renaissance Books, 2000), 336 pp.; \$19.95.

Donald Passman, *All You Need To Know About The Music Business, (5th ed., revised)*(Simon & Schuster 2000), 448 pp., \$30.00.

Recommended Reading

Linda Buzzell, *How to Make it in Hollywood, (2nd ed)*, (Harper Resource, 1996), 416 pp., \$16.00

Bill Robinson and Ceridwen Morris, *Its All Your Fault: How To Make It As A Hollywood Assistant*, (Fireside, 2001), 240 pp., \$11.98.

David Rensin, *The Mailroom: Hollywood History from the Bottom Up*, (Ballantine Books, 2003), 464 pp., \$13.95.

Variety
Hollywood Reporter
Billboard
LA Weekly
Rolling Stone
Broadcasting & Cable
Advertising Age