



# BUSINESS OF ENTERTAINMENT

Over the past 20 years, technological change has disrupted every corner of the entertainment industry, rivaling sound in movies or a computer in every home. The “streaming” revolution has upended the economic drivers in entertainment, how content is delivered and consumed, and the companies that dominate the space. In this course, you will study the producing and executive skills needed to work in this new economy or successfully launch entertainment projects of your own.

Business of Entertainment will provide an in-depth look at every major sector of the global entertainment industry, from films to music to gaming and beyond. Furthermore, for the first time in a Yellowbrick course, you will be able to curate your curriculum to focus on the industry track that you’re most passionate about:

- **Film & Television**
- **Music & Audio**
- **Gaming**
- **Live Performance**



Taught by faculty at NYU's Tisch School of the Arts and grounded with insights from executives inside the biggest companies in entertainment, you will walk away understanding the key themes that will be driving the industry for the next generation. You can also use the course to prepare your next project for the market, whether it's a feature film, an album, an indie video game, or a live performance.



Drawing on video lectures, real-world case studies, and project-based learning assignments, you will learn to prepare your resume and portfolio to compete in the modern industry. Understanding how streaming has redefined the entertainment space is critical to being a valuable employee for major firms like Netflix, Spotify, Amazon, and YouTube. Similarly, producing a successful project requires competent management of your intellectual property, from creative decisions to legal protections to the right partnerships. Business of Entertainment will focus on these two themes across five modules, each of them optimized for the specific entertainment sector you want to focus on.

Business of Entertainment is accessible to anyone in the creative fields, but is especially designed as the “next step” for learners who’ve already begun their journey. By taking you behind the scenes of how the industry is operating today, you can use this knowledge for your next project launch, take the next big leap in your career, or make your first mark in the competitive, exhilarating world of entertainment.

Business of Entertainment consists of five course modules:

- **(How) May We Entertain You?**
- **Let’s Make Something!: Ideation & Planning**
- **Creation: CONTENT**
- **Selling the Story: Marketing & Press**
- **Content in the Wild: Distribution & Product Life Value**

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build skills relevant for a career in entertainment today.



# STUDENT *BENEFITS*



- Certificate of Completion (non-credit) from New York University Tisch School of the Arts (NYU Tisch)

- An intermediate to advanced study of the subjects driving the industry today across the entertainment landscape, anchored by industry-specific case studies



- Learn directly from leading academic and industry experts

- Real industry-scenario assignments

- 100% online and self-paced





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**YELLOWBRICK**



# MODULE 2

## LET'S MAKE SOMETHING: IDEATION & PLANNING

No matter the form of the entertainment venture you choose to make – a screenplay, a song, a play, a game – the work must be written and someone needs to identify its path to an audience. You need to find the investors to back the project. And before the cameras start to roll, the computer boots up, or the mics go live, you need people: the talent, crew, lawyers, and managers that will work together to realize the project. This module lays the groundwork for creative project development, from the conceptual framework for the project to the artistic and technical decisions that will shape the lifespan of the product. Only once all the elements are in place can you move onto the next phase: production.

### Key Concepts

- Building your corporate entity
- Finding ideas and developing them into properties
- Intellectual property: rights, clearances, licensing, options, and more
- Who is your audience?
- Building the creative team: writing, directing, and performing
- Labor relations: partners, contractors, agents, and guilds
- Line producing basics: money, time, people, assets
- Where does the money come from?
- Business plans and courting investors

### Case Study

- *Bringing The Last of Us to HBO* (FILM/TV)
- *This American Life: Born From Radio to Create the Podcast* (MUSIC/AUDIO)
- *Why Did It Take Cult Classic Shenmue III 15 Years to Get to Market?* (GAMING)
- *Developing Genius: Lin-Manuel Miranda & Hamilton* (LIVE PERFORMANCE)



# MODULE 3

## CREATION: CONTENT

Any modern entertainment product almost always requires a camera, a computer, or a stage to reach their audience. The creation stage is often the highest-stakes, most expensive, and most volatile part of the process. This module explores all major content creation methods and the steps that producers and executives take to keep the project on track. What are the steps involved in making a film? A game? A multi-platform web story experience? Students will learn who and what skills are needed to produce a wide spectrum of entertainment products, covering budgets, schedules, human resources, and more. This period is intense, so it serves the producers to avoid waste. This module also explains how all the elements created during the production period gel into a final format.

### Key Concepts

- Traditional production workflows
- Insurance and risk management
- Where does the money go during production?
- Protecting the artistic vision
- Managing conflict: personal and technological
- Staying on time and on-budget
- Internal review and wrapping of the project
- Early marketing and feedback
- Launching the project

### Case Study

- Untangling the Production of *Everything Everywhere All at Once* (FILM/TV)
- Merging Analog & Digital for Daft Punk's *Random Access Memories* (MUSIC/AUDIO)
- A Quarter-Billion Dollars & A Quarter Billion Dollars & a Little Bit of Larceny: The Making of *Grand Theft Auto V* (GAMING)
- Original *Grease*: How a High School Play Conquered the World and Returned Home (LIVE PERFORMANCE)





# MODULE 4

## SELLING THE STORY: MARKETING & PRESS

Fundamentally, marketing is about raising and catalyzing awareness, while delivering a promise of value to a customer segment. What was once a straightforward task is now upended in a world of new streaming platforms, dying audience trends, social media, and a dizzying array of technology. This module provides students with a framework for understanding key marketing principles, functions, and tools, including quantitative methods, emerging tech, and interacting with a new media frontier.

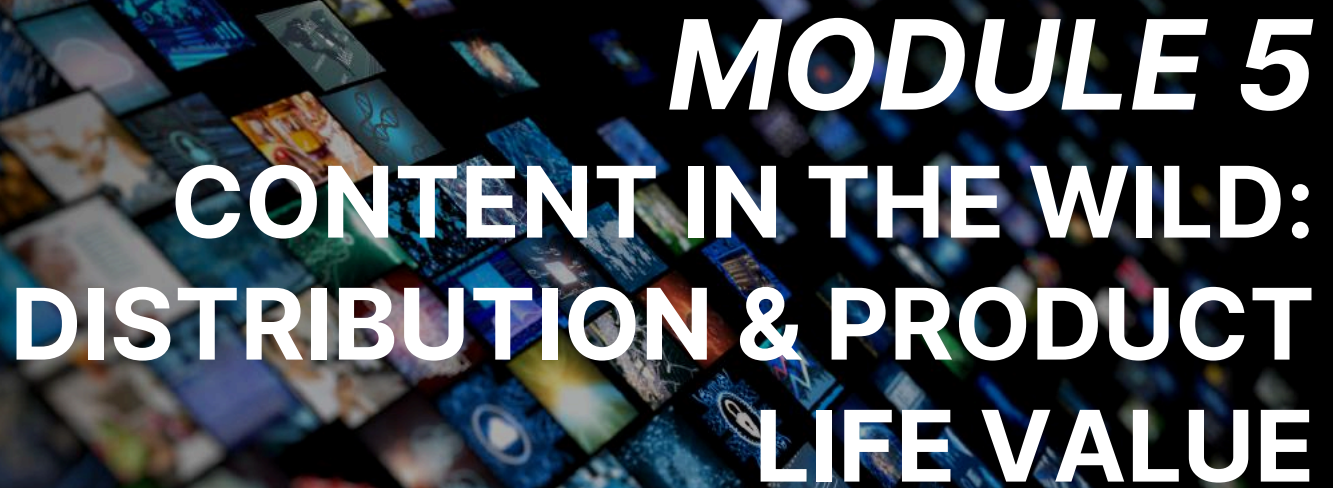
Marketing and PR are now a global effort as once-regional phenomena like K-pop and telenovelas cross borders, but are also becoming more focused on hardcore analytics instead of the intuition and tradition of bygone eras. Aspiring producers and executives should walk away with the ability to speak the marketer's language, and be sensitive to how their message is playing to their intended audience.

### Key Concepts

- Domestic and international marketing trends
- Quantitative and qualitative marketing methods
- Marketing partnerships: endorsements, product placement, tie-ins, and more
- Merchandising and productization of awareness
- PR, entertainment journalism, and working with social media
- Audience vs community: fandom, reviews, and viewer engagement
- Building the marketing plan

### Case Study

- Mocking Superheroes to Make *Deadpool* Go Viral (FILM/TV)
- No Marketing Is the Best Marketing?: Beyonce's *Beyonce* (MUSIC/AUDIO)
- FOMO, Battle Royales & Drake Make *Fortnite* a Smash (GAMING)
- What Old-Fashioned *The Moth* Tells Us About Marketing in a Digital World (LIVE PERFORMANCE)



# MODULE 5

## CONTENT IN THE WILD: DISTRIBUTION & PRODUCT LIFE VALUE

Industry veterans will always tell you that distribution is the more powerful part of the process. It's why the movie studios were broken up in the 1940s. It's why Apple and Spotify became kingmakers in music. Building the pipes to the audience is where the real magic happens. This module details how emerging platforms have gobbled up market share across the entertainment landscape, which has fundamentally altered the way we measure success, price entertainment properties, and value IP over time. Students will learn how distribution works in different sectors, where products generate their revenue, and how they build value over time. Mastery over distribution and IP valuation will help producers and executives think about their business in the long-term.

### Key Concepts

- Basic distribution models
- Emerging models: free-to-play, UGC, and more
- Corporate vs indie distribution
- How the money breaks down: gross, net, and equity
- How streaming changed distribution to its core
- Valuing IP over time
- Piracy, wire-cutting, and subscription consolidation

### Case Study

- How Much is *Squid Game* Actually Worth to Netflix? (FILM/TV)
- Why Did They Buy Justin Bieber's Catalog for \$250M? (MUSIC/AUDIO)
- Will eSports Ever Make Money? (GAMING)
- Was Lady Gaga's Las Vegas Residency a Success or a Disaster? (LIVE PERFORMANCE)



# ENROLLMENT DETAILS

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## 01 HOW DO I APPLY FOR BUSINESS OF ENTERTAINMENT?

The application for Business of Entertainment is entirely online and only takes a few minutes to complete. You can apply here:

<https://www.yellowbrick.co/apply/?program=business-entertainment>

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## 02 HOW MUCH DOES THE COURSE COST?

The cost for all five course modules, related materials, and the Certificate of Completion from New York University (NYU) Tisch School of the Arts is \$1499. Payment plans are available starting as low as \$139 per month. All payment options will be sent upon course acceptance.

In order to receive the Certificate of Completion, all course requirements must be completed and all fees paid in full.

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## 03 WHAT PAYMENT METHODS AND CURRENCIES DO YOU ACCEPT?

We accept most major credit and debit cards, including Visa, MasterCard, American Express, Discover, and JCB. Students who enroll outside the United States will be charged in the local currency at the prevailing currency exchange rate.

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## 04 DO YOU OFFER FINANCIAL AID OR FINANCING PLANS?

At this time, we're not able to offer financial aid. However, we do have payment options, which allow students to pay in monthly installments instead of an upfront one-time payment. While the one-time payment is the best value, our mission is to make education accessible to everyone, and our monthly options provide students with payment flexibility. Once accepted, complete details on pricing will be emailed.

We also have scholarship programs available to students who qualify. More information about our scholarship program can be found here:

<https://www.yellowbrick.co/scholarship-application/>

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## 05 WHAT IS YOUR CANCELLATION POLICY?

Students can withdraw from the course for a full refund within 24 hours of enrollment. Students have up to 7 days to withdraw to get a full refund, minus a \$100 cancellation fee. After 7 days, no refunds will be issued.

Extension plan subscriptions may be canceled prior to your renewal date by emailing [hello@yellowbrick.co](mailto:hello@yellowbrick.co).

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## 06 HOW DO I BEGIN THE COURSE?

Once we have received the payment, a spot is secured and emails will go out within 24 hours with next steps on how to access your account. The course is 100% online, self-paced, and on-demand so you can complete it on your own schedule within one year.

# THE PROGRAM

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## 01 ARE THERE ANY PREREQUISITES, AGE REQUIREMENTS, OR RESTRICTIONS?

There are no academic prerequisites as the course is open for beginners and students with some experience in the entertainment industry looking to grow. All you need is a passion for learning. Students must be at least 13 to apply.

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## 02 WHAT DO I GET WHEN I COMPLETE THE COURSE?

Business of Entertainment is a non-credit course. Students who complete the course will earn a Certificate of Completion in Business of Entertainment from New York University (NYU) Tisch School of the Arts.

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## 03 HOW LONG DO I HAVE TO COMPLETE THE COURSE?

Students have unlimited access to the course for one year, starting on the date of enrollment.

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## 04 WHAT IF I NEED MORE TIME?

If after one year an extension is needed to complete the course, students will have the option to pay a monthly subscription fee to continue access to the course materials.

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## 05 CAN I DOWNLOAD COURSE VIDEOS OR MATERIALS?

Class videos and materials are not downloadable. However, enrolled students will have unlimited access to all videos and materials for one year.

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## 06 WHAT CAN I EXPECT TO ACCOMPLISH BY THE END OF THIS COURSE?

After completing the course, students will have a significantly greater understanding of the business side of the entertainment industry. In addition, students will receive a Certificate of Completion from New York University (NYU) Tisch School of the Arts that they can proudly add to their LinkedIn profile and resume. This credential can help open doors to a future in the entertainment industry.

## 07 WHO ARE MY FELLOW STUDENTS?

Students of all experience levels and in any career stage will benefit from enrolling in Business of Entertainment. All students do have one thing in common — a passion for entertainment and a desire to build a successful career doing what they love! Some students may aspire to start their own business or they may already work in the entertainment industry and want to advance their careers. Some students may currently work in a different sector and want to switch career paths. Others might be heading to college, are in college, or just graduated and want to build in-demand skills and gain valuable experience that will set them apart in a hyper-competitive industry. Your fellow students may become part of your current or future network.

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## 08 WHERE DO I FIND THE COURSE MATERIALS?

All course materials are available online. You can access and review the materials whenever you like through the course login page, which you'll receive access to once you enroll.

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## 09 WHICH DEVICES CAN I USE TO WATCH THE CLASS VIDEOS AND ACCESS OTHER COURSE MATERIALS?

The course and all course materials can be accessed via an internet-connected computer, tablet, or smartphone device. A computer or tablet is suggested for the best user experience.

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## 10 WHEN AND WHERE DO THE CLASSES MEET?

The course is offered 100% online and is entirely self-paced and on-demand — so students can access the course video lessons, assignments and other materials whenever and wherever they like.

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## 11 HOW MUCH TIME DO I NEED TO DEDICATE TO THE COURSE?

It varies from person to person, but be prepared to work hard and dedicate about 30-40 hours in total.

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## 12 AFTER I EARN THE CERTIFICATE OF COMPLETION IN BUSINESS OF ENTERTAINMENT, WHAT COMES NEXT?

This certificate will lay the groundwork for you to pursue your goals in any direction you choose. If you'd like to deepen your knowledge further, Yellowbrick offers numerous online certificate courses in entertainment. Visit [yellowbrick.co](http://yellowbrick.co) to explore all available courses.

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## 13 WHO IS YELLOWBRICK AND WHY ARE THEY INVOLVED?

Yellowbrick is the online learning company that powers the Business of Entertainment course, in addition to numerous other online university courses. Our mission at Yellowbrick is to empower dreamers to achieve their calling by inspiring learners to pursue a career that aligns with their talents and passions. That's why we partner with top universities and brands to create educational experiences that tap into learners' passion points, spark success, fuel personal advancement, and unlock doors to fulfilling paths and careers. [Click here](#) to learn more about Yellowbrick.