

TECHNOLOGY'S IMPACT ON ENTERTAINMENT AND MEDIA

MKTG-UB.23, Undergraduate (2 credits)

FALL 2024; Tuesday's 6:30p-7:45pm Tisch Hall 415

Office Hours 5:30p - 6.15p: In Tisch 415; directly preceding our class; sign-ups encouraged

KEY CONTACT INFO:

Professor: Scott Schiller (ss3099@nyu.edu)

TF: Paul Teresi ((pmt9069@stern.nyu.edu)

AN INTRODUCTION

I've always been fascinated by how technology reshapes the media landscape, from streaming platforms disrupting TV to AI-generated content creating new challenges and opportunities in Hollywood.

As a long-time digital media executive and industry leader, living at the intersection of technology and industry and developing future generations is exciting and *always* timely.

Success in this class will require "outside the box" thinking to skillfully articulate the connections between:

- Tech/Consumer Behavior/Entertainment/ Media
- Building and articulating storytelling arcs - about business and yourself (career).

COURSE OBJECTIVES:

1. Examine the Entertainment/Media business today through the lens of technology.
2. Analyze how technology has and continues to disrupt the entertainment and media industries.
3. Understand how to think about the connection between technology and business today.
4. Gain personal confidence by building vital in-person business skills such as teamwork, quick thinking, presentation, and networking skills.

WHO SHOULD TAKE THIS COURSE?

- This class is for any NYU undergraduate (from all colleges and disciplines) who wants to expand their knowledge of how technology (affects businesses and our world today).
- This course is ideal for NYU undergraduate students from all colleges and disciplines interested in a business-oriented view of technology's impact on the entertainment and media industry.
- Anyone who has taken or will take Entertainment and Media Industries (40.06) wishes to delve deeper into these topics through a real-time study.
- Anyone who wants to broaden their view of Hollywood, the Arts, and Madison Avenue.

COURSE MATERIALS

All required/relevant readings will be distributed before pertinent class sessions.

CONSISTENT CLASS FORMAT/STRUCTURE

To make the most of our 75 minutes together, I'll use the following structure for each class.

1. Open / Review of previous class
2. Review class assignments/homework using one of these approaches:
 1. A class member is asked to present and lead a mini-discussion.
 2. A debate/s encourages students to actively engage with the material and explore differing viewpoints on the role of technology in media in the example topic given.
3. Main Topic
4. Next steps, Questions

GRADING OVERVIEW:

FOUR KEY CLASS ELEMENTS:

1. **Individual Presentation 45%**
2. **Weekly and/or In-Class Assignments, etc. 20%**
3. **Attendance, Participation 20%**
4. **Group Presentation 15%**

GRADING SCHEME:

- Up to 30% of students can expect to receive A's for excellent work
- Up to 70% % of students can expect to receive B's for good or very good work
- 5-10% of students can expect to receive C's or less for adequate or below work

F 2024 ASSIGNMENT OVERVIEW

1. INDIVIDUAL PRESENTATION - 45% of the total class grade

A 15-minute, in-person presentation, scheduling, and final instructions are TBD.

The objective is to showcase your understanding and comprehension of technology's impact on Entertainment and media.

2. PRE-CLASS ASSIGNMENTS - 20% of your total class grade

You'll be regularly asked to complete a brief topical assignment that is compulsory but not graded. The assignment should take you approximately 30 min to an hour. You'll receive credit for completing the work, which includes following the assignment to the best of your ability.

3. ATTENDANCE, ENGAGEMENT/PARTICIPATION - 20% of your total class grade

Consistent attendance is essential to learning the material and succeeding in our class. You are expected to attend all 14 class sessions for the full 75 minutes (or pro rata.)

Participation is the key to learning, and I encourage all students to participate comfortably. There are many ways to contribute and engage, and we'll discuss them throughout the semester.

4. FIVE-MINUTE GROUP PRESENTATION AND OVERALL GROUP PARTICIPATION - 15% of the total class grade:

We can all always work better together. Creating a five-minute "business style" group presentation will help hone storytelling, presenting, and collaboration skills.

Additionally, there will be multiple but more informal "group" tasks throughout the semester to improve and test your skills.

SOME STUFF THAT I LIKE TO READ TO KEEP UP ...

BUSINESS, MEDIA:

Bloomberg, Business Insider, NYPost
The Information
Top Stories in Media - Advertising Age

NEWSLETTERS, PODCASTS,

Axios Media Trends - Tuesday newsletter
"Pivot" (Galloway/Swisher) - Podcast
Deadline Hollywood, Hollywood Reporter, Variety

NYU CLUBS:

NYU Blockchain Technology Club (<https://btcnyu.com>)
STEBA Stern & Tisch Entertainment Business Association (<http://www.nyusteba.com>)

BOOKS:

- "The Ride of a Lifetime: Lessons Learned from 15 Years as CEO of the Walt Disney Company" (Iger)
- "That Will Never Work – The Birth of Netflix and Amazing Life of an Idea" (Randolph)
- "Frenemies – The Epic Disruption of the Ad Business and Everything Else" (Auletta)
- "Googled – The End of the World As We Know It" (Auletta)

TV/STREAMING/MOVIES:

"Fake Famous"

Fyre Festival Documentaries

"Morning Show"

"Silicon Valley,"

"Succession"

"The Social Dilemma"

"The Social Network"

"The Playlist"

F 2024 – Schedule / Class Plan
AS OF 9.3.24

01	09.03.24	Introductions, Entertainment Landscape
02	09.10.24	Debate night: Media Disruption - topics / pro-con
03	09.17.24*	What is the Media Ecosystem
04	09.24.24	ANALYTICAL TOOLKIT FOR ANALYZING THE LANDSCAPE
05	10.01.24	Presentation Skills Workshop/ Including group preparation time
06	10.08.24	TOPIC: GAMING/ Group Presentations Storytelling in Video Games: The Intersection of Narrative and Technology Examine how technology has enabled more complex and immersive storytelling in video games, from interactive narratives to branching storylines driven by player choice.
07	10.22.24	TOPIC: AI/ Group Presentations Regulation and Policy in the Digital Media Era Investigate how governments and organizations respond to the challenges of regulating digital media platforms.
08	10.29.24	TOPIC: COMMERCE, MEDIA / Group Presentations The Influence of E-Commerce Giants on Media Consumption Analyze how companies like Amazon and Alibaba blend commerce with media platforms, influencing everything from content production to consumer behavior.
09	11.05.24	Elections and Technology
10	11.12.24.	Technology and Broadway/The Arts: Joe Parnes
11	11.19.24	Regulation and Policy in the Digital Media Era: Richy Glassberg, CEO of Safeguard Privacy
12	11.26.24	ZOOM SESSION - AI and Media - Justin Simpson, co-founder, Here.Now.AI
13	12.03.24	TBD
14	12.10.24.	Careers in the Industry

Stern Undergraduate College

ACADEMIC INTEGRITY

Undergraduate Recommended Language

Our undergraduate [Academics Pillar](#) states that *we take pride in our well-rounded education and approach our academics with honesty and integrity*. Indeed, integrity is critical to all that we do here at NYU Stern. As members of our community, all students agree to abide by the [NYU Academic Integrity Policies](#) as well as the NYU Stern Student Code of Conduct, which includes a commitment to:

- Exercise integrity in all aspects of one's academic work including, but not limited to, the preparation and completion of exams, papers and all other course requirements by not engaging in any method or means that provides an unfair advantage.
- Clearly acknowledge the work and efforts of others when submitting written work as one's own. Ideas, data, direct quotations (which should be designated with quotation marks), paraphrasing, creative expression, or any other incorporation of the work of others should be fully referenced.
- Refrain from behaving in ways that knowingly support, assist, or in any way attempt to enable another person to engage in any violation of the Code of Conduct. Our support also includes reporting any observed violations of this Code of Conduct or other School and University policies that are deemed to adversely affect the NYU Stern community.

STERN CODE OF CONDUCT

The Stern Code of Conduct and Judiciary Process applies to all students enrolled in Stern courses.

For undergraduates, information can be found here:

<https://www.stern.nyu.edu/portal-partners/current-students/undergraduate/community/community-expectations>

To help ensure the integrity of our learning community, prose assignments you submit to NYU Brightspace will be submitted to Turnitin. Turnitin will compare your submission to a database of prior submissions to Turnitin, current and archived Web pages, periodicals, journals, and publications. Additionally, your document will become part of the Turnitin database.

GENERAL CONDUCT & BEHAVIOR

Students are also expected to maintain and abide by the highest standards of professional conduct and behavior. Please familiarize yourself with Stern's Policy in Regard to In-Class Behavior & Expectations for Graduate and Undergraduate students.

<https://www.stern.nyu.edu/portal-partners/registrar/policies-procedures/general-policies/code-conduct>
<http://www.stern.nyu.edu/portal-partners/current-students/undergraduate/resources-policies/academic-policies/index.htm>

and the NYU Student Conduct Policy

<https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-student-conduct-policy.html>.

UNDERGRADUATE GRADING GUIDELINES

Grading Information for Stern Elective Courses

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines.

STUDENT ACCESSIBILITY

If you will require academic accommodation of any kind during this course, you must notify me at the beginning of the course and provide a letter from the Moses Center for Student Accessibility ([212-998-4980](tel:212-998-4980), mosescsa@nyu.edu) verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the Moses Center for Student Accessibility, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

For more information, visit the CSA website:

<https://www.nyu.edu/students/communities-and-groups/student-accessibility.html>

STUDENT WELLNESS

Undergraduate Recommended Language

Our aim is for students to be as successful academically as they can, and to help them overcome any impediments to that.

Bookmark the NYU Stern Well-being Resource Hub (<https://www.stern.nyu.edu/wellbeing>) for existing services at NYU and Stern covering a wide variety of topics including financial well-being, relationship well-being, mental well-being, and more. Any student who may be struggling and believes this may affect their performance in this course is urged to contact the Moses Center for Student Accessibility (see also the Student Accessibility section of this syllabus) at 212-998-4980 to discuss academic accommodations. If mental health assistance is needed, call the NYU's 24/7 Wellness Exchange hotline 212-443-9999. Furthermore, please approach me if you feel comfortable doing so. This will enable me to provide relevant resources or referrals. There are also drop in hours and appointments. Find out more at <http://www.nyu.edu/students/health-and-wellness/counseling-services.html>

NAME PRONUNCIATION AND PRONOUNS

NYU Stern students now have the ability to include their pronouns and name pronunciation in Albert. I encourage you to share your name pronunciation and preferred pronouns this way. Please utilize this link for additional information: [Pronouns & Name Pronunciation](#)

RELIGIOUS OBSERVANCES AND OTHER ABSENCES

NYU's [Calendar Policy on Religious Holidays](#) states that members of any religious group may, without penalty, absent themselves from classes when required in compliance with their religious obligations. You must notify me in advance of religious holidays or observances that might coincide with exams, assignments, or class times to schedule mutually acceptable alternatives. Students may also contact religiousaccommodations@nyu.edu for assistance.

Except for religious observances or other absences that may be required in compliance with nondiscrimination law, this class otherwise requires attendance and participation and cannot accommodate conflicts. Please review all class dates at the start of the semester and review all course requirements to identify any foreseeable conflicts with exams, course assignments, projects, or other items required for participation and attendance. If you are aware of a potential conflict, it is strongly recommended that you do not take this class.

LAPTOPS, CELL PHONES & OTHER ELECTRONIC DEVICES

The use of tablets and electronic devices that are laid flat on the desk, for the purpose of note-taking only, is permitted. However, students should make every effort to avoid distracting their classmates or disrupting the class, including arriving early and choosing a seat that is less distracting for peers.

INCLUSION STATEMENT

This course strives to support and cultivate diversity of thought, perspectives, and experiences. The intent is to present materials and activities that will challenge your current perspectives with a goal of understanding how others might see situations differently. By participating in this course, it is the expectation that everyone commits to making this an inclusive learning environment for all.