

Summer Institute in Entertainment & Media Management
Summer Institute in Sports Marketing & Management

June 22 - July 31, 2009

* Schedule can be used to meet individual as teams or with Internship Field Projects

	Monday	Tuesday	Wednesday	Thursday	Friday		
	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	WEEK 1	
9-1130am	Welcome Breakfast Check In and Orientation - D Atrium	Course Overview & the Business of Entertainment	No class	Overview of Research Tools in Media, Entertainment & Sports	No class		Experience Day #1 (Sports)/Sunday, 6/28 WNBA Game: LA Sparks vs. Seattle Storm
Lunch	Open	Open	Open	Open	Open		
Afternoon 1-4pm	No class	Introduction to the Sports Entertainment Experience (Guest Speaker)	Course Overview and Introduction to Out-of-Home Entertainment Experience	The Economics of the Sports Business & Stadiums (Guest Speaker)	Experience Day#1(Ent. Media)/FRIDAY, 6/26 - LA Film Festival		
On Thrs, 6/25/2009 Industry Networking Event - Fowler Museum w/Dmitry Shapiro							
	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	WEEK 2 NO Experience Day 4th of July Weekend	
9-1130am	No class*	Producing & Financing Entertainment: From "Ah-ha" to "Wow"	No class*	Creating the Entertainment Experience: The Nature of Narrative in Traditional & New Media	No Class/HOLIDAY		
Lunch	Open	Industry Lunch	Open	Open	Closed		
Afternoon 1-4pm	The In-Home Entertainment Experience: From TV-VHS-DVD-Beyond (Guest Speaker)	Sports and the Fan Experience (Guest Speaker)	Events Policy in the Global Marketplace & Event Management in the Entertainment Industry (Guest Speakers)	Event Management in the Sports Business(Guest Speaker)	No Class/HOLIDAY		
4th of July Weekend UNIVERSITY CLOSED - NO EVENTS							
	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	WEEK 3	
9-1130am	No class*	Entertainment in the Digital Age: An Industry in Transformation	No class*	The Entertainment Consumer: Who They Are... And How They Consume	No class*		
Lunch	Open	Industry Lunch	Open	Open	Open		
Afternoon 1-4pm	Internet Technology, Democratization of Media & the Emergence of Long Tail (Guest Speaker)	The Sports Consumer and Business in the Digital Age (Guest Speaker)	Entertainment & the Fundamentals of Theatrical Distribution (Guest Speaker)	The Business of Managing & Marketing Sports Athletes (Guest Speaker)	Experience Day#2 (Ent. Media)/Friday 7/10 Studio Tour - Sony		
	13-Jul	14-Jul	15-Jul	16-Jul	17-Jul	WEEK 4	
9-1130am	Experience Day #2 (Sports)/Monday, 7/13 - LASEC NFL 101 Event	Distributing Entertainment: The Entertainment Value Chain	No class*	MIDTERM EXAMINATION	Experience Day #3 (Sports)/Friday, 7/17 - AYP Beach Volleyball Tournament		
Lunch	Open	Industry Lunch	Open	Open	Open		
Afternoon 1-4pm	Marketing, media Planning, Advertising and Integrated Marketing Communications in Entertainment & Media (Guest Speaker)	MIDTERM EXAMINATION (Sports Track)	MIDTERM EXAMINATION (Entertainment/Media Track)	Social Cause Marketing & Community Relations in Sports (Guest Speakers)			
On Thrs, 7/16/2009 Industry Networking Event - TBA EXTERNAL							
	20-Jul	21-Jul	22-Jul	23-Jul	24-Jul	WEEK 5	
9-1130am	No class*	Global Marketing of Entertainment, Media & Sports	No class*	Integrated Marketing Communications in Entertainment, Media & Sports			
Lunch	Open	Industry Lunch	Open	Open	Open		
Afternoon 1-4pm	Disruptive Innovations & Impact on Artist as Entrepreneur (Guest Speaker)	Advertising & Media Relations in Sports (Guest Speaker)	Producing the Filmed Entertainment Experience (Studio vs. Indie Films)	Licensing & Sponsorships in Sports (Guest Speaker)	Experience Day #4 (Sports)/Friday, 7/24 - Major League Baseball: LA Dodgers vs. Florida Marlins		
	27-Jul	28-Jul	29-Jul	30-Jul	31-Jul	WEEK 6	
9-1130am	No class*	Entertainment Marketing: Brands & Branding	No class*	FINAL EXAMINATION	Charity Softball Game		
Lunch	Open	Group Lunch	Open	Open	Open		
Afternoon 1-4pm	Course Wrap-Up and Creative Entrepreneurship in Entertainment & Media (Guest Speakers)	Global Marketing of Entertainment & Course Wrap-Up	FINAL EXAMINATION (Entertainment/Media Track)	FINAL EXAMINATION (Sports Track)	Closing Program Reception		

 The Business of Global Entertainment	 Experience Days (Entertainment & Media)
 Sports Track	 Experience Days (Sports)
 Entertainment & Media Track	 Opening Reception/Industry Networking Events/Closing Reception