

**UNIVERSITY OF SOUTHERN CALIFORNIA  
ANNENBERG  
SCHOOL FOR COMMUNICATION**

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**LARRY STEVEN LONDRE  
COMM 542- Lec 10390R**

**BUSINESS STRATEGIES  
COMMUNICATION AND ENTERTAINMENT FIRMS  
Spring, 2004  
TUESDAYS  
6:45-9:45PM**

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**SYLLABUS**

Dear USC Student:

I enjoy teaching. My full-time position is in strategic planning, marketing, advertising, promotion and media consulting with several entertainment and communication companies and for advertising or promotional agencies. In 2002 and 2003, I have also been an expert witness on business, advertising, and media issue cases, in US District Court and in Superior Court.

I am pleased that you have enrolled in my class. I have taught business, marketing, advertising, promotion, media and communications to undergraduates and graduate students at USC (Annenberg School For Communication, Marshall School of Business, and School of Journalism), at CSUN (School of Business), Loyola Marymount and at Pepperdine (School of Business) since 1975.

Success is staying ahead of the competition. In the global economy it is essential to have greater agility, better business savvy, plus the ability to innovate on the job and in the marketplace. A wide variety of technology development companies that support media companies have sprung up in the Los Angeles region in the last ten years. Current changes in technology, connections to global markets, wealth aggregation make it clear that Los Angeles will grow in stature as a center for media.

Today, change is constant. Change is focusing employees and managers to learn whole new ways of doing things and communicating with each other. It's forcing entertainment and communications companies to make rapid modifications into their products and services. Using several "real-world" cases, exercises and materials, we will study and discuss several different topics and a few related industries:

- finding strategic business information for decision makers
- practices, "real-world" actions, theories and concepts proving themselves as viable activities and media actions for generating customer traffic, sales and revenue
- developing strategies and tactics, including global, marketing communication in the changing media environment
- strategy and sources of motion picture finance
- the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.
- exploring the many worlds of media and the Internet
- reviewing the aspects of implementation and execution
- For almost every case I will ask, "What are some of the business, economic, marketing, media and global principles/ strategies/ concepts do you see?"

Our field and study of business strategies will be broad. Students come from a variety of fields. I will use many different methods to involve you. The class is designed to involve you in a meaningful career in communications, marketing, PR or management with a solid understanding of the vernacular and materials.

Please come to class well prepared. Some of the readings can be long, especially the cases. Some of the projects may be difficult. You will need to spend, on average, four to five hours a week to prepare for the classes, projects and exercises.

There is a great deal to cover and on many subjects we will only explore the headlines, but on these topics I want you to know there is more for you to find if it pertains to your job.

Knowledge is power. And can be fun. I look forward to meeting and spending time with you. Please fill out the attached personal fact sheet and send to me today. Let's enjoy each other's company in the new 542 class.

***"We are who we are in good measure because of what we have learned and what we remember."***

Nobel Laureate Dr. Eric R. Kandel

Spring, 2004

COMM 542

**BUSINESS STRATEGIES OF COMMUNICATION AND ENTERTAINMENT FIRMS**

6:45-9:45 PM Tuesdays

Larry Steven Londre

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E-mail: [Londre@usc.edu](mailto:Londre@usc.edu) (Always identify the 542 class and give me contact info, too.)

### Nature and Purposes of the Class

This course deals with strategies. The course (which will be my 64<sup>th</sup> semester of teaching) covers:

1. Competitive analysis and strategic issues of communication and entertainment firms. Cases examine business strategies, product differentiation, marketing, emerging networks and technological strategies for traditional and new media, non-profits and entertainment companies.
2. Focusing on many principles and applying them to specific entertainment, communication and media industries.
3. An understanding of the competitiveness within domestic and international companies.
4. An understanding of financial and business strategies
5. Inspire employees to help organizations meet the challenges of change.
6. Gain break-through problem-solving and decision-making strategies. Gain new insights about effectively dealing with change.
7. Through weekly lectures, readings, cases, discussions and projects, students will analyze tasks and procedures utilized in progressive companies.
8. Students will gain a lasting knowledge of challenges, questions and opportunities in whatever company or industry they are in or may be in.
9. Understanding the responsibilities for developing a well-managed "competitive" organization.
10. Sound media and communication practices, processes, policies and techniques will be illustrated and explored within a wide array of entertainment and communication companies.
11. An awareness of the major types of problems faced by organizations, with an emphasis on effective decision-making in entertainment and communication companies.
12. Preparing students for a career with a solid understanding of the materials. The class will be far more **practical than theoretical.**

Required Textbooks:

- Title: MEDIA ECONOMICS Theory and Practice, Third Edition (NEW)  
Author: Alison Alexander, James Owens, Rod Carveth, C. Ann Hollifield, and Albert N. Greco ISBN: 0-8058-4580-1 December, 2003
- Londre 542 Class Reader/Class Packet (Revised every semester)

*"I don't need time. What I need is a deadline." Duke Ellington*

## Dates

- Jan. 13            Topics: Introduction, Discussion of Course Objectives & Assignments  
Business Strategies, Communication and Entertainment Companies  
Readings: Introduction
- Jan. 20            Topics: Strategies, Media Economics Theory and Practice, Policy  
Readings: Chapter One: Media Economics (Alexander, Owens, Carveth)  
Appendix A: Media Accounting Practices  
Appendix B: Financial Management in Media Economics (Alexander, Owens, Carveth)  
Section: One, including What is Strategy?  
Case: Euro Disney  
Scheduling of Web site and Market Research Presentations
- Jan. 27            Topics: Economics, Finance for Managers, Media Ownership, Media Regulation  
Readings: Chapters Two and Three: Media Economics (Alexander, Owens, Carveth)  
Section: Two, including Finance for Managers  
Case: Viacom, Inc. (Team Presentation)  
Scheduling of Web site and Market Research Presentations
- Feb. 3             Topics: Media Properties; Mergers and Acquisitions: Communications Industry  
Overview / Competition / Differentiation  
Readings: Chapters Four & Five: Media Economics (Alexander, Owens, Carveth)  
Section: Three  
Case: Kodak vs. Fuji (Team Presentation)  
Web site and/or Market Research Presentations
- Feb. 10            Topics: Business Sector, Planning, Media, Advertising Strategies and  
Advertising Agencies  
Section: Four  
Case: Swatch  
First Test, including tonight's case

You may delay, but time will not."

Benjamin Franklin (1706-1790), American statesman, writer, scientist & printer

- Feb. 17            Topics: Planning and Budgeting, Sales, Advertising, Sponsorships,  
Partnerships, Media Vehicles, Research  
Section: Five  
Case: Act Media (Team Presentation)  
Web site and/or Market Research Presentations

*"There's no place for private investors in the film business. ...*

*They might as well throw their money down a rat hole."*     *Jake Eberts, CEO, Goldcrest Films*

*"Hollywood is a place where they'll pay you a thousand dollars for a kiss  
and fifty cents for your soul."*

*Marilyn Monroe*

- Feb. 24            Topics: Hollywood: Money and Media; Product Placement, Research  
Readings: Chapter Nine: Media Economics (Alexander, Owens, Carveth)  
Section: Six

## Class Dates

Feb. 24 (con't.)      Readings: The Strategy and Sources of Motion Picture Finance  
Case: Lion King  
Guest: Bernardine Brandis, EVP, Business and Legal Affairs,  
Walt Disney Studios  
Web site and/or Market Research Presentations

*"Understand one thing about your role as a person in marketing. If a movie is successful, it was a great movie. If it fails, you did a bad job of marketing it."*      *Bob Levin, president, worldwide marketing and distribution at MGM.*

March 2              Topics: Television, Dimensions and New Alliances; Satellite Market, Cable Industry  
Readings: Chapters: Seven & Eight: Media Economics (Alexander, Owens, Carveth)  
Section: Seven  
Readings: TiVo (Team Presentation)  
Web site and/or Market Research Presentations  
Guest: Mike Brown, Local Sales Manager and formerly National Advertising  
Manager for KTLA/WB

*"Some of the best movies are made by people working together who hate each others guts."*  
*Kirk Douglas, The Bad and the Beautiful (1952)*

March 9              Topics: Globalization / Transnational / International / International Media  
Readings: Chapter Twelve: Media Economics (Alexander, Owens, Carveth);  
Section: Eight  
Case: Which Company Is Transnational?  
Case: Sony AIBO  
Web site and/or Market Research Presentations

March 16             Spring Recess

March 23             Topics: Daily Newspapers  
Readings: Chapter Six: Media Economics (Alexander, Owens, Carveth)  
Section: Nine  
Case: Miami Herald (Team Presentation)  
Quiz

*"The first sign of maturity is the discovery that the volume knob also turns to the left."*  
Jerry M. Wright

March 30             Topics: Contemporary Radio and Music Industry  
Readings: Chapters Ten and Eleven: Media Economics (Alexander, Owens, Carveth)  
Section: Ten  
Web Site presentations  
Guest Speakers:  
Mary Beth Garber, President, Southern California Broadcasters Association and  
E-Man, Music Director, DJ and Assistant Programming Director Power 106 (KPWR)  
Web site and/or Market Research Presentations

*"If you taste wine for the first time, you cannot understand it. If you taste it over a period of time, you have a scale to evaluate it. The same with sound."*  
Yasuhisa Toyota, Walt Disney Concert Hall, in story about WDCH and Frank Gehry

April 6                    Topics: Online Media  
Readings: Chapter Thirteen: Media Economics (Alexander, Owens, Carveth)  
Section: Eleven  
Readings: Dot Bombs  
Global Advertising and the World Wide Web  
Guest Speaker: Chad Beasley, Director,  
Unicast Communications Corp.  
Web site and/or Market Research Presentations

*The mobile phone will become your wallet, and the credit-card company will give it to you free. It will become a transaction hub, holding your ID --- are you an organ donor? --- Digital cash, credit card numbers and bank account information. Similarly, the laptop is slowly turning into your briefcase."*

From the chief scientist, Sun Microsystems 9/2003:

April 13                    Topics: Telecommunications / Cellular Phone Industry  
Readings: Section: Twelve  
Case: Nokia and the Cellular Phone Industry  
Guest Speaker: Russ Kaurlotto, Associate Executive Director, ISD at USC  
Web site and/or Market Research Presentations  
Quiz

*"The minute you start the process of deciding to make a film and you're communicating that vision to anyone, you're in the process of selling. If you don't understand that, you're not in show business. You're just not. "*

*Peter Gruber, former studio chief of Columbia Pictures*

April 20                    Presentation, Development and Review/ Creativity  
Readings: Section: Thirteen  
Case: The Museum of Fine Arts

April 27                    Presentations  
Case: Monster.com, including Network TV  
Input on Jobs

"Don't be dismayed at good-byes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends."

*Poet Richard Bach*

**"I am still learning."**  
Michelangelo (1475-1564)  
Italian sculptor, painter, architect and poet

## Tests, Grades and Assignments

All assignments will be given point values. The best letter grades will be given to the students with the most points.

Exams and quizzes are given for many reasons, including: to assess your understanding of the material and, more importantly, to help you master the material.

There will not be any true/false or multiple-choice tests. Each test or quiz may be a combination of definitions, essay, case and relationship questions.

All tests/quizzes are graded by me, Larry Londre. No blue books are needed.

## A Note on Class Participation

My goal is to have discussions during the lectures. Many of you already hold jobs where articulating your ideas and reacting to others' will make up a substantial part of your day-to-day activities. For those who aren't there yet, you soon will be. Remember that the communication industry will become increasingly global and international. That means dealing with sometimes loud and direct employees. So it's better to make the mistakes in our class. It's better to get over some of your shyness now, rather than later.

Class discussion depends on a number of elements. Please come to the class and the lectures prepared. If you keep up, you'll get more out of the class and everyone will get more out of the discussions. If you are not prepared, we will all figure it out. Showing up really helps understand the flow of a weekly class.

This class depends on my capacity to lecture, but also on quality discussions. Your input is necessary to a vibrant and wide-ranging discussion, including a review of the cases. The idea of a discussion is to contribute and share; don't worry about winning every debate. Try to listen at least as much as you speak.

## Guest Speakers

Students have expressed a strong interest in supplementing the lectures and discussion in class with visitors from industry. I will do my best to bring in speakers who are interesting, interested, helpful to your understanding of the material, inspiring to your research, and most of all, helpful in your professional development. If you have suggestions or contacts I should know about, please pass them along. We have a dynamic group of speakers already scheduled. Please review subject matter, scheduled days, responsibilities and titles.

## A Note on E-mail and E-mail Addresses

I will communicate with you often via email. If there is a change in your email address, please be sure you take responsibility and alert me so I can change our class list. Email is the easiest way to contact me if you have questions, comments, or problems with the material. I will also be available to you, especially before each class.

## Approximate Allocation of Grades

- |   |           |
|---|-----------|
| • Test 1  | 15%       |
| • Quizzes   | 20        |
| • Case Presentation, and<br>Evaluation            | 15        |
| • Class Participation                             | 25        |
| • Web site and Team Project,<br>Including updates | <u>25</u> |
|   | 100%      |

## **Expectations**

Classes will be conducted using lectures, cases, exercises, presentations and interactive discussion. Students will be called upon to discuss the text, assignments, a web site, readings and cases. Each team may present specific readings and cases. The web site presentation is part of class participation.

With respect to class participation, each of you is expected to contribute to the discussion of the issues. You will be evaluated on the content of your comments, observations, and insights. You will present one web site. See sheet. Be prepared in class. On selected nights, I will randomly call on you to participate. If you are prepared, the questions will not be difficult. Many of the questions have already been given to you----but not all of them---- in the class packet.

The primary emphasis should be on your ability to make a substantial contribution that moves the discussion. It is important that your comments fit into and build on previous discussion, so that we are maximizing a cumulative learning experience in the classroom.

## **ADA Compliance Statement**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. B 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

## **Academic Integrity**

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the Scampus guide. It is the policy of the School to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication major or minor.

## **Evaluation of Student Work**

While extraordinary factors might affect your attendance, we expect you to be present for all class meetings and to arrive on time and stay for the entire class.

Do not schedule another assignment, meeting or date during class time. You are expected to attend each class. Your grade will be affected if you decide you have other things to do instead of being in class. Attendance will be maintained.

Missing two classes will affect your understanding of the materials, your involvement in the team project and your grading. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the group exercises.

**"Example** is not the main thing in influencing others. It is the only thing."

Albert Schweitzer (1875-1965) medical missionary, Nobel Peace Prize winner

## **Team Evaluation:**

- Each team will receive a team score, but each team member will assist in the grading of everyone on his or her team, except themselves. I have been using this formula for over 27 years, and have determined that it is one of the best methods for team harmony and outstanding results.
- I understand the time pressures, and appreciate your taking a night class, but working with others stimulates your thinking and enhances the classroom presentations. It is much more of an example of the real world.

- It helps to distribute the work in your team.

“Great things are not done by impulse, but by a series of small things brought together.”

Vincent van Gogh (1853-1890) Dutch painter, first career: art salesman

## Criteria for Presenting One Web Site in Class

- You will have 3-5 minutes. Show the site in class.
- Business Strategies, Entertainment, Marketing, Communication or Promotional oriented
- Try to pick one that at least 50% of the class has never heard of this site.
- Related to something you've learned in class, shopping, on the job or in business
- Newsworthy
- Topical
- Include in your analysis, why you selected it, do you feel it will succeed, and how much awareness does it have.
- Was the web site recently in the news? Why?

You can add your observations, and anything interesting to the class. We're looking for a "wow" factor. And the class says, "I didn't know that. I learned something about the Internet."

## About the Team Projects, Value, Time, Energy and Your Resources Hold the Answers

When you start have the team discuss planning, assignments and responsibilities. Begin with value. The team projects combine what is in the notes, tests, readings and exercises. And you get to apply them to your project, with your creativity and energy.

- Think about the project and your team in terms of value.
- You can decide what the project and your team are worth to you.
- Your team creates value by combining time, energy and resources.
- No project can have value unless you give it time.
- I want the assignments to be learning, enjoyable assignments. But they can take time. A consistent effort pays off, rather than rushing at the end.
- Develop a timeline. I have given you a few important dates.
- Giving some time regularly is just as important as how much time you can give. You can generate a lot of value by devoting just 15 minutes a day.
- Energy plays a pivotal role in generating value. You need energy to maximize your time and develop resources.
- Generating value takes resources, and you have plenty of them at your disposal. These include your abilities; any and all information you can access; the Internet; the library; grocery managers and buyers; people that you know who can help; organizations and institutions---for example, a trade association, and more.

Combine these three elements to equal value.

*Value = Time X Energy X Resources*

The most important clues that I can give you are:

1. Plan. Answer the question early "what is needed."
2. Put things in writing. It helps so that everyone on a team is in agreement.
3. Use what you are learning.
4. Remember my "funnel". Start with analyzing the marketplace, the external factors, target market, competition, etc.
5. Rehearse the presentations.
6. Prepare the assignment and the deliverables as you go.
7. And work together.

## **542 Consumer Behavior- Conducting Marketing Research- Individual Project**

- Pick a person (who is not a relative) who has purchased a cell phone or a cell phone plan in the past 12 months.

Cell phone and plans involve decision-making, plus high tech, design and a high touch purchase.

You are to interview them on the buying process.

The competitive importance and significance of number portability was established in November, 2003

Have an open discussion.

**This is three to five page assignment, including a five-minute PPT presentation.**

This is to help you in understanding decision-making, issues in marketing and experiences in domestic and global marketing.

What product or service was purchased?

With what technology?

Were they waiting for number portability? How important was waiting for provision?

When?

Where did they buy? What came first: where to buy it or what to buy?

What other brands/models were considered?

What influenced them in their purchase? Number Portability? Incentives?

Did they use Consumer Reports? Any web sites? Which ones?

Did they go through the stages of Needs to Features to Retailer/Dealer?

Identify everyone who had a part in the decision-making process.

Who paid for the initial purchase/long term service?

Who uses it?

How much Internet research was done? Did it save time and money?

Value vs. Brand image?

What were some of the feelings around the purchase? After the purchase?

Concerning the store, and its staff, what about the feelings before and after the purchase?

What problems did the product solve? What product attributes seemed important?

Any advertising seen or read?

Why this particular model?

How was the price negotiated? Any manufacturer incentives?

How long was the buying cycle?

Was this their first decision in buying a phone/cell?

Review other decisions. Was it careful decision? Impulsive? Explore this area.

How many stores/retailers did they go to?

What was the retail environment like?

How was the Internet involved? All along the way?

Was there a lot of information searched for?

What triggered the purchase process?

How was the search conducted?

How much of the family and friends were included or involved?

How was the final choice determined?

Did they name their cell, like they name their car?

## **542 Consumer Behavior- Conducting Marketing Research- Individual Project (page two)**

What positive or negative surprises have occurred?

How is the service, during warranty? Normal service? Reliable?  
Any complaints? Feelings after purchase?

What is the meaning of the product to the individual? Probe?

- What does the product or service represent to the individual? Family? Friends?
- Is the customer satisfied with their purchase?
- Did the product fulfill their expectations?
- Do they talk about it to friends? Complete strangers?
  
- Would they do anything differently? Quality of service issues?
  
- What are some of the things/points/observations the interview did not reveal about the purchase?
  
- Important points you learned about consumer behavior.

## **542: Team or Individual Project**

**An alternative to the market research project. This can be as a team or as an individual.**

- Develop an interesting topic--meaning an interesting topic for you, which interests you and allows your team to learn. Develop a background and make business, economic, marketing, media and global principles/ strategies/ concepts recommendations. Ideas? Take any component of AOL Time Warner, Viacom, AT&T Broadband, Walt Disney Co., or Cox Enterprises (Five largest Media Companies) or a part of any of our cases (Disney, Sony, Kodak, Fuji, TiVo, Monster.com, Miami Herald). (I need to approve.)
- You will have this team or in some cases an individual project, which will run through the semester.
- The project gives you a chance to bring information from this and other courses with your job experience.
- It gives you the opportunity to deepen your knowledge in an area of particular importance and use to your career aims.
- It gives you the chance to choose a topic that is important in your work.
- You know that taking charge of work and its direction is one of most important things you can learn in graduate school.

### **The project will consist of several parts:**

1. A written proposal of the project worth 5% of the total class grade. This proposal will be due by the meeting of the fourth week. Do not fall behind at this stage: in our experience students who fall behind, may end up with unfocused or incomplete projects at the end of the term. Effective project proposals and plans are a valuable job skill in management positions.
2. This paper should be complete, original, well conceived, and carefully written.
3. There is no length requirement, but it has been my experience that it takes about 10-15 pages to adequately cover a subject. Here's a rough guide: 2-4 pages of introduction and literature review, 2-3 presenting the framework of your original ideas, 4-5 supporting and elaborating on your ideas, 1-2 pages of concluding comments, 2 pages of bibliography. (If your bibliography is shorter, you probably need to read more material.)

### **Some notes and admonitions on the Term project and presentations:**

1. Do not rely on one or two sources. Part of the project is to learn how to find out new things. If you get stuck in finding resources, ask for ideas. To increase your efficiency in the libraries, you should also introduce yourself to one or more of the reference librarians early in the term for help on this project. If you find the libraries here problematic, I have been told try going to UCLA: reference support is better and so is the collection.
2. Do not only rely on the Web for sources. You are encouraged to use a variety of sources including Nexis/Lexis, interviews, reference librarians for a better understanding of academic, popular, trade, and small circulation periodicals. I also encourage you to find a variety of books on a subject. Books tend to introduce you to deeper theories and observations regarding the projects. While many of you will select topics which are too new to have received much coverage in books, you should find that the fundamental ideas at work (for instance, building "stickier" websites) actually draws upon concepts found in much more developed work, like increasing the average time spent listening (TSL) for radio stations.
3. Do not delay on deadlines. The more often and more intensely you think about your project, the better it will be.
4. Do not minimize the amount of work you take on. The harder you work, the more you will learn.
5. The topic should be broad enough to allow for some real thinking and analysis to make it into your paper, but narrow enough to be completed in a few weeks.
6. Also, be sure that the paper focuses on business strategies and communications industries and/or firms.

"Luck is preparation meeting opportunity. "

### **Some suggestions for topics:**

These are provided in the hopes that you can get a sense of the scope for a project.

- *How did Disney go from a relatively minor studio to an industry powerhouse?*
- *What role has contracting for content played in the development of News Corp's television properties?*
- *How has regulation affected horizontal integration for print media companies?*
- *What damage control strategies have NASDAQ and the firms on its board used to bolster investor confidence in technology stocks?*
- *What went wrong with Microsoft's various content creation businesses?*
- *How do television and film studios overcome volatility in market share?*
- *What factors will drive Directv?*
- *Why have RBOCs had such difficulties in crafting strategy in content related businesses?*
- *Why has Ebay been such a success where so many much-ballyhooed online firms have folded?*

### **Additional notes:**

- I want our class and your presentations to be an enjoyable, learning experience.
- I am here to help you understand business strategies, communication and entertainment companies.
- If you have any questions, please ask them, in class, in case another team or individual needs this information.
- On many occasions and especially before class, I'm available to answer your questions.

Good Luck. Let's have a great semester.

## 542--Personal Fact Sheet

- This data sheet will help me tailor the class to fit your specific and the overall needs of the class. Please make the info readable. I will need a hard copy.
- Please complete and send me a copy **within three business days** of reading this syllabus, (you will get extra credit). Also, please bring a copy of this sheet to the first class.
- Send it to Larry S. Londre, Londre Marketing Consultants,  
11072 Cashmere Street, Second Floor, Los Angeles, CA 90049      Thank you.

### Please Print Clearly

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phones: \_\_\_\_\_ work \_\_\_\_\_ home

\_\_\_\_\_ E-mail (If this changes, please alert me. It is your responsibility.)

\_\_\_\_\_ work fax \_\_\_\_\_ home fax

Employer: \_\_\_\_\_ Title: \_\_\_\_\_

Business Specialty/ Occupation: \_\_\_\_\_

Which Communication and Entertainment companies have you worked in and for?

\_\_\_\_\_

Or Plan to work in? \_\_\_\_\_

What would you like to get out of our Class?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What type of business, strategies, marketing, advertising, communication or media experiences have you had (it's OK to say very little; that is why I'm here); we will cover dozens of topics--from major to minor topics to prepare you for the challenges facing every company)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you had any related classes (Undergraduate and Graduate)? Which ones?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are three interesting things about you that I can share with the class?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_