THE BUSINESS OF ENTERTAINMENT, MEDIA, AND SPORTS
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Program Objectives
This program focuses on the unique challenges of developing, managing, and marketing a successful entertainment offering. From “Dwayne ‘The Rock’ Johnson” and “Hamilton: An American Musical” to “MRC’s House of Cards” and “The Walt Disney Studios,” the curriculum examines the crucial elements of effective talent management and entertainment business strategies. You will emerge with a deeper understanding of the steps needed to create sustainable competitive advantage.

Curriculum
In this program, you will examine best practices and leading strategies in the worlds of film, television, publishing, music, and sports. Through a series of real-life case studies, interactive lectures, and group discussions, you will acquire strategies for:

Launching and Managing Creative Products and Portfolios
• Determine how to allocate scarce resources across a product portfolio
• Manage production and marketing budgets more effectively
• Assess different strategies, including when to bet on a blockbuster versus a number of smaller “plays”
• Understand how blockbuster strategies work in digital markets
• Discover new tools for engaging with audiences
• Measure the threats that digital technology poses to revenue models, including piracy, changing consumer perceptions of what price is “fair,” and unbundling

Managing and Marketing Talent
• Analyze various approaches for acquiring, developing, managing, and marketing creative talent
• Discover when it pays to bet on A-list talent
• Learn how to structure contracts with top-tier and up-and-coming talent
• Explore the role of agencies and other intermediaries in the creative marketplace
• Evaluate the effectiveness of strategies that play to the value of star talent
• Assess the impact of star-driven, revenue-sharing models, such as LeBron James and Dwyane Wade

Responding to Advances in Digital Technology
• Analyze how online distribution channels are disrupting the entertainment landscape
• Evaluate how technological advances are changing the way entertainment executives bet on blockbusters and superstars
• Assess the role of disintermediation on current distribution models
• Learn how to navigate and exploit disruptive opportunities
• Evaluate the impact of marketplace disruptors such as Spotify, YouTube, Facebook, and BuzzFeed
• Discover how digital technology is changing the way big-name producers are marketing and distributing content

Participant Mix
The program is appropriate for those in the talent industry—including professional athletes, musicians, and actors—as well as for agents, managers, and other individuals who represent talent. This program is also appropriate for mid- and senior-level executives who work for or aspire to work for studios, networks, publishers, music companies, performing arts companies, sports leagues and teams, and other creative enterprises. Brand managers, promoters, consultants, investors, and others who are active in the entertainment industry will benefit as well.

Anticipated Faculty
Anita Elberse (faculty chair), Karim R. Lakhani, and Kristin Williams Mugford
WHY HARVARD BUSINESS SCHOOL?

This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions

Application Process—Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements—Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both.

Program Fee—The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us

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