Media And Entertainment Management

Joan Van Tassel

Media and Entertainment Industry Management Sunghan Ryu,2024-04-19 The media and entertainment industry (MEI) differs significantly from traditional industries in many respects. Accordingly, the management of strategy, marketing and other business practices in the MEI necessitates a unique approach. Sunghan Ryu offers students focused and relevant insights into critical topics, illustrated by vivid examples from the MEI. Unlike typical introductory textbooks on business and management, this book does not overemphasize complicated layers of theory. Instead, it presents essential concepts and frameworks in a digestible manner and supplements them with opportunities to apply this knowledge to real-world cases. The textbook demonstrates how knowledge can be constructively implemented in business and management scenarios. It is structured into 12 chapters, divided into five core modules: (1) Overview of the MEI, (2) The Fundamentals of Management, (3) Marketing Management, (4) Digital Business and Management, and (5) New Business Models and Entrepreneurship. Students will gain the ability to explain key concepts and frameworks across core business and management domains and develop analytical skills through diverse real-world cases in the MEI. Based on this knowledge, they will be equipped to identify management-related issues in the MEI and arrive at practical and effective solutions. This book is an essential guide for students who wish to understand business and management in the dynamic world of the MEI.

ENTERTAINMENT MANAGEMENT Prabhu TL, Embark on an exhilarating journey into the world of entertainment management—an artful blend of creativity, strategy, and seamless execution that brings joy and unforgettable experiences to audiences worldwide. Creating Spectacular Experiences: Mastering Entertainment Management is a comprehensive guide that unveils the essential principles and practices that empower entertainment professionals to orchestrate captivating events and productions. Crafting Unforgettable Moments: Immerse yourself in the art of entertainment management as this book explores the core concepts and strategies that underpin successful entertainment ventures. From event planning to talent management, from marketing to production logistics, this guide equips you with the tools to curate unforgettable moments that leave a lasting impact. Key Themes Explored: Event Planning and Production: Discover techniques to design, plan, and execute events that captivate audiences and exceed expectations. Talent Acquisition and Management: Embrace strategies for identifying, recruiting, and nurturing performers, artists, and creative talents. Marketing and Promotion: Learn how to create buzz, reach target audiences, and maximize the visibility of entertainment offerings. Venue Management and

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Making Media Work Derek Johnson,Derek Kompare,Avi Santo,2014-08 The management and labor culture of the entertainment industry. In popular culture, management in the media industry is frequently understood as the work of network executives, studio developers, and market researchers—"the suits"—who oppose the more productive forces of creative talent and subject that labor to the inefficiencies and risk aversion of bureaucratic hierarchies. However, such portrayals belie the reality of how media management operates as a culture of shifting discourses, dispositions, and tactics that create meaning, generate value, and shape media work throughout each moment of production and consumption. Making Media Work aims to provide a deeper and more nuanced understanding of management within the entertainment industries. Drawing from work in critical sociology and cultural studies, the collection theorizes management as a pervasive, yet flexible set of principlesdrawn upon by a wide range of practitioners—artists, talent scouts, performers, directors, show runners, and more—in their ongoing efforts to articulate relationships and bridge potentially discordant forces within the media industries. The contributors interrogate managerial labor and identity, shine a light on how management understands its roles within cultural and creative contexts, and reconfigure the complex relationship between labor and managerial authority as productive rather than solely prohibitive. Engaging with primary evidence gathered through interviews, archives, and trade materials, the essays offer tremendous insight into how management is understood and performed within media industry contexts. The volume as a whole traces the changing roles of management both historically and in the

contemporary moment within US and international contexts, and across a range of media forms, from film and television to video games and social media.

Entertainment Management Stuart Moss,Ben Walmsley,2014-06-16 Following on from The Entertainment Industry: An Introduction, Entertainment Management takes the next step in the development of entertainment as a practice and as an academic subject. Aimed at higher level undergraduates, the book discusses best practices in the entertainment industry, profiling a different discipline per chapter, each one a branch of entertainment that offers employment opportunities within the sector. Fields include marketing, P.R., the media, live events, artist management, arts and culture, consultancy and visitor attractions. The book aims to reflect the knowledge students will need for real world of entertainment management such as technical standards, business management, people management, economic aspects and legal issues. Each chapter discusses the background of the discipline, best practice management principles, issues in the wider environment, case studies of real organisations and future trends.

Media and Entertainment Industry Management Sunghan Ryu,2024-04-19 The media and entertainment industry (MEI) differs significantly from traditional industries in many respects. Accordingly, the management of strategy, marketing and other business practices in the MEI necessitates a unique approach. Sunghan Ryu offers students focused and relevant insights into critical topics, illustrated by vivid examples from the MEI. Unlike typical introductory textbooks on business and management, this book does not overemphasize complicated layers of theory. Instead, it presents essential concepts and frameworks in a digestible manner and supplements them with opportunities to apply this knowledge to real-world cases. The textbook demonstrates how knowledge can be constructively implemented in business and management scenarios. It is structured into 12 chapters, divided into five core modules: (1) Overview of the MEI, (2) The Fundamentals of Management, (3) Marketing Management, (4) Digital Business and Management, and (5) New Business Models and Entrepreneurship. Students will gain the ability to explain key concepts and frameworks across core business and management domains and develop analytical skills through diverse real-world cases in the MEI. Based on this knowledge, they will be equipped to identify management-related issues in the MEI and arrive at practical and effective solutions. This book is an essential guide for students who wish to understand business and management in the dynamic world of the MEI.

Information Systems and Management in Media and Entertainment Industries Artur Lugmayr,Emilija Stojmenova,Katarina Stanoevska,Robert Wellington,2017-01-03 This book defines an agenda for research in information management and systems for media and entertainment industries. It highlights their particular needs in production, distribution, and consumption. Chapters are written by practitioners and researchers from around the world, who examine business information management and systems in the larger context of media and entertainment industries. Human, management, technological, and content creation aspects are covered in order to provide a unique viewpoint. With great

interdisciplinary scope, the book provides a roadmap of research challenges and a structured approach for future development across areas such as social media, eCommerce, and eBusiness. Chapters address the tremendous challenges in organization, leadership, customer behavior, and technology that face the entertainment and media industries every day, including the transformation of the analog media world into its digital counterpart. Professionals or researchers involved with IT systems management, information policies, technology development or content creation will find this book an essential resource. It is also a valuable tool for academics or advanced-level students studying digital media or information systems.

Entertainment Operations Jennifer Chandler,2021-12-28 Entertainment Operations: Project Management and Platforms in Media-Based Entertainment helps students learn how to apply management theories to media-oriented industries, including film, music, and video games, among others. The book is divided into three units. Unit I provides students with a brief history of projects in media-based entertainment and presents key principles of project management. The readings in Unit II help students understand the business and economic impact of entertainment, as well as the operations and transformational processes that create value and competitive advantage within the industry. In Unit III, students learn how to apply relevant management theories to time-sensitive, fast-paced, rapid multi-product release businesses. Entertainment Operations is an enlightening and contemporary resource for courses in entertainment operations and management.

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Entertainment Business Management Madison Pointer,2020-10 Entertainment Business Management is the course where you can prepare to work behind the scenes in the Entertainment sector. The entertainment industry includes sports, film, arts, and other activities like Social media. Entertainment business management will impart the skills which help companies and artists to make effective results. In the entertainment world, effective marketing decisions are important because it leads to sell products and services and also to maintain the presence of entertainment in front of every audience.If anyone wants to start a career in the field of entertainment, many colleges are welcoming to take part in the required fields like music, arts,

films, sports, and television. The people who are interested in proving their creative side then this entertainment sector is apt for them. Entertainment Business Management will help not only to get the degree but also to make sure to offer in communication, business, and leadership too. To focus on advertising, branding, and promoting, this entertainment sector will help you out in every segment. It is important to learn about media technologies and the engagement of audiences. Among those media, the law is important to know during the Entertainment business management course program. In every sector, communication is important. But coming to the entertainment industry, communication plays a vital role, and this course will prepare you to manage careers in public relations, advertising, media promotions, and many more.

Managing the Entertainment Business Ravi Deshpande,2024-12-15 Managing the Entertainment Business: A Complete Guide prepares you to excel behind the scenes in the entertainment sector. Covering sports, film, arts, and social media, we impart essential skills for achieving effective results. Making informed marketing decisions is crucial for selling products and maintaining a strong presence in front of every audience. Our book offers guidance on starting a career in entertainment, with many colleges offering programs in music, arts, film, sports, and television. For those eager to showcase their creativity, the entertainment sector is the perfect fit. We provide not only a degree but also training in communication, business, and leadership. Focusing on advertising, branding, and promotion, our book teaches the importance of media technologies and audience engagement. Understanding media law is also crucial in entertainment business management. Communication is key in every sector, and we prepare you to manage careers in public relations, advertising, media promotions, and more.

Managing Media Businesses Mike Rosenberg,Philip H. Seager,2017-05-22 This book is a practical guide to every aspect of managing media businesses. Written by a team of experts and illustrated with interviews from leading industry players, it addresses the unprecedented change and uncertainty facing the industry. Do newspapers, magazines or books have a future? Will terrestrial television or cable services exist as meaningful players in five years' time? Is there a way to make multiple consumption platforms work together in a way that extracts the revenue needed to support the creation and development of quality content? While more and more content is being published, fewer and fewer businesses are finding a way to do so profitably and sustainably. Your answers to these questions that vex your media or entertainment business will depend on your frame – a frame based on experience gained in days that were less uncertain, less fluid and much, much simpler. Those frames need to be broken if you are to survive in times of such rapid change. This book is based on IESE's Advanced Management Program in Media & Entertainment, which IESE Business School has been running in New York and Los Angeles since 2011. It combines contributions from leading professors and practitioners, as well as real-life case studies, to establish a base upon which you can start to build the set of managerial tools that you will need to manage fast-changing media and entertainment businesses.

Media and Entertainment Law ,1998

Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2014-06-30 In today's interconnected society, media, including news, entertainment, and social networking, has increasingly shifted to an online, ubiquitous format. Artists and audiences will achieve the greatest successes by utilizing these new digital tools. Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications examines the latest research and findings in electronic media, evaluating the staying power of this increasingly popular paradigm along with best practices for those engaged in the field. With chapters on topics ranging from an introduction to online entertainment to the latest advances in digital media, this impressive three-volume reference source will be important to researchers, practitioners, developers, and students of the digital arts.

The Business of Culture Joseph Lampel,Jamal Shamsie,Theresa K. Lant,2006-04-21 Concerns the management of creativity and innovation. This book provides serious analysis of the cultural industries - media, entertainment, film, music, and the arts -from a business perspective. It covers as many industries as possible from many different perspectives. It is a useful primer on cultural industries for students and scholars.

Plunkett's Entertainment & Media Industry Almanac 2000-2001 ,2000

Media Management Stephen Lacy,Jan LeBlanc Wicks,1993 This book grew out of the collective needs of media management scholars to explore the theory and practice of the field through case analysis. Although research studies exist in several different scholarly journals, and applicable cases are available through various sources, this work represents one of the first efforts to combine the broad concerns of the field with relevant cases. Approaching media management as a decision-making process, this book provides a framework and materials for analysis, discussion and problem solving within various media such as ad agencies, cable companies, magazines, newspapers and broadcasting stations. All cases, however, are designed to illuminate not only the differences present in management environments but the similarities between media companies. 48 short cases and three extended cases allow students to apply what they learn from reading and class discussions to situations faced by media managers. The book's goals are: * to provide access to a seldom-used approach to discussing media management * to supplement currently available materials concerning issues relevant to managing a media organization. Practice in evaluative and descriptive analyses is provided, which seeks to suggest questions for individual research as well as more formal classroom debate and discussion. Original cases researched and written by the authors -- former managers and/or employees in media organizations -- are included throughout this volume.

Managing Electronic Media Joan Van Tassel,2012-09-10 This college-level media management textbook reflects the changes in the media industries that have occurred in the past decade. Today's managers must address new issues that their predecessors never faced, from the threats of professional piracy and casual copying of digital media products, to global

networks, on-demand consumption, and changing business models. The book explains the new new vocabulary of media moguls, such as bandwidth, digital rights management, customer relations management, distributed work groups, centralized broadcast operations, automated playlists, server-based playout, repurposing, mobisodes, TV-to-DVD, and content management. The chapters logically unfold the ways that managers are evolving their practices to make content, market it, and deliver it to consumers in a competitive, global digital marketplace. In addition to media companies, this book covers management processes that extend to all content-producing organizations, because today's students are as likely to produce high-quality video and Web video for ABC Computer Sales as they are for the ABC Entertainment Television Network.

Plunkett's Entertainment & Media Industry Almanac Jack W. Plunkett,2002-05 Covers film, radio, television, cable, casinos/gaming, theme parks, new media and publishing of all types including books, magazines and newspapers. Profiles of the Entertainment & Media 350 Firms. 515 pages of unique information. Analysis of business and market trends. Statistical tables.

New York Court of Appeals. Records and Briefs. New York (State).,

Cafeteria Management ,1921

Whispering the Techniques of Language: An Mental Journey through **Media And Entertainment Management**

In a digitally-driven world wherever displays reign supreme and immediate conversation drowns out the subtleties of language, the profound techniques and mental nuances hidden within phrases frequently get unheard. However, set within the pages of **Media And Entertainment Management** a charming literary value sporting with organic emotions, lies an extraordinary journey waiting to be undertaken. Penned by a talented wordsmith, that marvelous opus invites visitors on an introspective trip, softly unraveling the veiled truths and profound influence resonating within the fabric of each word. Within the mental depths of the touching review, we can embark upon a genuine exploration of the book is primary styles, dissect its fascinating publishing model, and fail to the strong resonance it evokes heavy within the recesses of readers hearts.

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