

MKTG 345: Economics of Film & Entertain.

Examines the economics of the major entertainment enterprises: movies and television programming, music, sports, and more. In addition, explores emerging issues that are shaking up the industry, the basic facts and economic characteristics of these industries, and how the sector is impacted by macro-economic factors.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c) Approval , B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS