

Media Program

◆ OVERVIEW

The **Media Program** at Columbia Business School combines a rich and varied media curriculum with unparalleled exposure to the media industry. Courses are taught by both full-time faculty members and adjunct professors who bring real-world experience to the classroom. Students also benefit from the practical career advice and guidance of **Executive-in-Residence** Dan Rosensweig, a leading media executive who visits the School to share firsthand insights into such challenges as changing technologies, cost structures, regulations, and consumer tastes and expectations. The Media Program's activities are supported by the **Media Forum**, an invited group of senior-level executives established in 2005 to facilitate the exchange of ideas and best practices among executives and investors in the media industry and thought leaders from relevant academic disciplines.

◆ ACTIVITIES

The Media Program supports a range of activities to provide students with professional development opportunities and act as a bridge between the media industry and academia. ◆The **Media Forum Annual Meeting** is a one day event held on campus each spring around themes of topical importance to the media industry. Students are invited to join a cocktail reception held at the conclusion of the meeting. ◆The **Mentoring Breakfast Series** brings senior media executives to campus throughout the year for informal breakfasts with a small group of first- and second-year students. ◆ **West Coast Trips**: Both the L.A. and Silicon Valley trips take place in early January allowing students with an interest in entertainment, technology and/or new media to visit companies and alumni on the west coast before the start of the semester. ◆**Media Management Association (MMA) Activities**: in conjunction with the Media Program, organizes a variety of lunchtime speakers, evening panels and corporate visits, the annual **Media and Entertainment Conference**, and the **Alumni Mixer** in the spring.

◆ COURSES

Elective courses include *Media & Entertainment Strategy: Analysis, Innovation & Implementation* (Seave), *The Media Industries: Public Policy and Business Strategies* (Knee/Wu), *The Management & Economics of Professional Sports* (Ichniowski/Gulati), *Marketing the Arts, Culture and Education* (Millan/Plummer), *Digital Marketing: Strategy & Tactics* (Kagan), *Media Marketing & Entrepreneurship* (Devarajan), *Internet Wars* (Grusd), and *The Future of Media* (Neal). **Master classes** include *Mergers and Acquisitions in Media* (Knee), *Communications, Internet and Media* (Noam/Atkinson/Katz). Approved electives can also be found in the Law School, Film School and Journalism.

◆ LEADERSHIP

Adjunct Professor Jonathan A. Knee and Visiting Professor of Marketing Miklos Sarvary serve as Co-Directors of the Media Program. Professor Knee teaches several courses at the business school and co-teaches a business writing seminar at the Columbia Journalism School with Professor James Stewart. He is also the Senior Managing Director for Evercore's corporate advisory business. Professor Sarvary's most recent research focuses on social networks, new media and user-generated content, examining how these technologies transform marketing. He is also the Dean of Executive Education and GlaxoSmithKline Chaired Professor of Corporate Innovation at INSEAD. Hollis O'Rorke is the Administrative Director of the Media Program.

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