ARTS ADMIN-MANAGEMENT & BUS (AAMB)

AAMB 321 - Entertainment Law and Business
Credits: 4
An interdisciplinary study of the connections and conflicts between the business, artistic, and legal or ethical issues that arise in the arts and entertainment arena (theatre, music, film, television, literary, and visual arts). Students will explore, from both financial and creative perspectives, the complex and often fractious relationships among stakeholders in these industries while developing a practical understanding of the particular considerations that emerge with each kind of collaboration. Topics may include: the impact of new technologies and distribution methods, social media and marketing, copyright and piracy, privacy, free speech, defamation, and celebrity publicity rights and endorsements. This course covers the following dimensions for studying management and business in context: I, II, III, IV, VI.