**THE BUSINESS OF TELEVISION**  
Marketing 360-002  
Spring 2017  
Tuesdays at 1:40-4:20 pm – Tate 207  
Instructor: Professor Morgan  
Email: dave@litton.tv  
**OFFICE HOURS: By Appointment 843-883-5060**  
Teacher’s Asst: Lisa Jones  
Email: ljones@litton.tv

**Required Texts:**  
The Outliers by Malcolm Gladwell  
The Last Great Ride by Brandon Tartikoff  
A Passion to Win by Sumner Redstone

**Pre-Requisite:** Junior standing

**Your Goal for the course:** Think like a TV Executive

**TOPICS:**
- 15% TV's History
- 50% Anatomy of the TV Business
- 35% Insights & Perspectives from TV Executives

**TV'S HISTORY:**
- Analog to Digital – Technology, Banking, Creativity, Sales, Research, Business Strategy, People.

**ANATOMY OF THE TV BUSINESS:**

**INSIGHTS & PERSPECTIVES from TV Executives:**  
*Potential Guest Speakers – A short video presentation will precede each guest's appearance.*

- **Jeff Bader**, President of Program Planning, Strategy and Research, NBC Entertainment. Jeff is responsible for overseeing long and short term program planning for NBC’s primetime, daytime and late night programming. Further, he works closely with the east coast’s network division to provide coordination with the affiliate and distribution areas.

- **Jeff Benson** started his career as a TV development executive running the creative areas at both Paramount TV and Lorimar TV. He was involved at PARAMOUNT in such shows as *Laverne & Shirley, Taxi, Mork & Mindy, Happy Days.* At LORIMAR, he developed *Full House, Family Matters,* and helped develop many others. His TV agency GENESIS packaged *Macgyver, In The Heat Of The Night, Hangin With Mr. Cooper.* GENESIS was bought by Paradigm where he served as Co-Head of the TV Lit Dept. Paradigm packaged TV series; *The Good Wife, Dexter, Desperate Housewives, NCISLA, 24, Under The Dome, Devious Maids, Secret Life Of An American Teenager* among others.

- **Pete Sniderman**, Chief Operating Officer, Litton Entertainment has overseen the company’s expansion and growth through his leadership of several divisions including corporate and advertising sales partnerships, international sales, programming acquisitions, network partnerships and the creation of Litton’s news division, Litton News Source. In addition, he leads the company’s innovative public service platforms as well as Litton’s international sales and marketing initiatives.

- **Bo Argentino**, SVP Ad Sales, NBC Universal, 30 Rockefeller Center, NYC. Bo currently oversees one of the largest ad inventories in national barter syndication, including ad sales for *Access Hollywood, Law and Order SVU, Harry, Steve Harvey, Maury, Jerry Springer, and Steve Wilkos.* Her team also represents network ad sales for NBC’s Saturday morning program block: *THE MORE YOU KNOW in partnership with Litton Entertainment.*
CREATING A COMPANY
• ABCs of TV: Content/Distribution/Revenue
• Acquiring Programming: Idea/Library/Format
• Creating Programming
• Negotiating the Deal
• Contracting
• Distribution
• Corporate Sponsors
• Embedded Advertising
• Creating a P&L
• Creating a Sales Pitch
• Creating Selling Materials
• Creating Sales Research
• Road Show: Making meetings in strategic order
• Funding the Show
• Setting up the Business of production
• Staffing the Production
• Production
• Physical Distribution
• Ratings Posting the Media
• Collection of Revenue

GRADING:
• 25 % Participation/Presentation
• 20% Quizzes
• 20% Short Papers
• 35% Final Exam

GRADING SCALE:
A 92.5-100
A- 89.5-92.4
B+ 87.5-89.4
B 82.5-87.4
B- 79.5-82.4
C+ 77.5-79.4
C 72.5-77.4
C- 69.5-72.4
D+ 67.5-69.4
D- 59.5-62.4
F 59.4 or less

Electronics Policy
Laptops and cell phones are not allowed to be used during class. All PowerPoint presentations will be sent after the lectures.

Dress Code
Please dress in a presentable and respectable way.

Accommodations for Students with Disabilities or Special Needs
Students needing accommodation for a disability should see the instructor within the first week of class.
Honor Code
Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

School of Business Goals
- **Communication skills**: Students will have to effectively discuss and present business cases and strategic management exercise, both at the group and the class level.
- **Quantitative fluency**: Students will have to apply the course techniques and tools to the strategic decision making process so as to display logical reasoning and data analysis skills.
- **Global and civic responsibility**: Students will have to identify and define how to address social, ethical, environmental and economic challenges at local, national and international levels in the context of the cases discussed in class and more generally in the process of strategic decision making.
- **Intellectual innovation and creativity**: Students will have to demonstrate problem-solving abilities and creativity in both formulating and implementing strategy.
- **Synthesis**: Students will have to integrate concepts presented throughout the semester to inform a cogent argument in their analysis of cases and application of course concepts.