

# HOLLYWOOD 101: THE BUSINESS OF HOLLYWOOD

## Spring 2006 Course Syllabus

Instructor: Frederick Levy  
Management 101  
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### Course Description:

This class focuses on the business of show business. It will serve as a general introduction to Hollywood covering all the various career opportunities and the customs of doing business. Topics will include development, production, contracts, representation, budgeting, distribution, marketing and exhibition.

### Course Objectives:

This course is designed to give you a firm understanding of how Hollywood works. It will identify the major players and centers of production.

### Required Text:

Hollywood 101: The Film Industry by Frederick Levy, Renaissance Books, 2000.

The Hollywood Way by Frederick Levy, St. Martin's, 2002.

In addition, you will be required to read handouts and screenplays, Daily Variety and/or The Hollywood Reporter, and to view films in and out of class.

### Suggested Screening:

You should see at least one movie in current release per week.

### Course Requirements:

Class Participation	25%
Quizzes and Assignments	25%
Final Project	50%

### Attendance:

Attendance is mandatory, and will be excused for documented illness or family emergencies only. All other absences must be cleared by me no less than 24 hours before class. Unexcused absences will not be tolerated. Tardiness or leaving before class is dismissed will lower your semester grade by one full letter. Exceptions to this rule must be pre-arranged and cleared by me no less than 24 hours before class.

### Course Outline:

Monday Topic: Introduction to Class

Discussion of the tools and resources needed to be successful in Hollywood.

Monday	Topic: How to be a Player when you're Drinking your Juice in the Hollywood Hills Names and terminology that every Hollywood player must know. Also, film school 101--a review of the life cycle of a film.
Monday	Topic: Actors and the representation of
Monday	Topic: Working with Writers and the Development Process
Monday,	Topic: Directing
Monday	Topic: Producing
Monday,	Topic: Below-the-Line
Monday	Topic: Financing and/or Setting up your Project
Monday	Topic: Pre-Production
Monday	Topic: Production
Monday	Topic: Post-Production
Monday	Topic: Marketing & Distribution
Monday	Television
Monday	Final Projects Due

Instructor reserves the right to make changes to this syllabus and schedule at any time.