

Entertainment Business Master of Science

Degree Type

Master of Science

Environment

campus

Program Length

48 weeks

Overview

Our Entertainment Business Master of Science Degree Program is an advanced exploration of the specific business and management skills you need to excel and lead in the entertainment world. This balanced and in-depth curriculum will take you through courses such as Executive Leadership, Advanced Entertainment Law, Entertainment Business Finance, Media Literacy and Research Methodologies, Business Storytelling and Brand Development, and Negotiation and Deal-Making as you expand your knowledge of the way the business world works. Through this specialized education, you'll learn the strategies of top executives and apply those to exercises that develop your own leadership abilities. As a conclusion to the program, you'll be responsible for a comprehensive capstone project—a formal business plan—which will require you to make practical use of important entertainment business concepts like project management, financial planning, publishing and distribution, contract negotiation, branding, and digital marketing. This well-rounded education will help to hone your leadership and business skills in preparation for entering or advancing through the entertainment industry. To help you make that transition, we've got a team of Career Development professionals that will help you polish your interviewing skills and résumé and get you ready to enter the industry. In addition, our Career Development services and advisors will be available for support and assistance throughout your career—not just during your education.

Objective

Master's Objective Our goal is to provide you with the essential business skills necessary to be successful in leadership and management roles in a variety of entertainment business industries such as recording arts, show production and touring, digital media and web, game production and marketing, computer animation, and film & television. The curriculum in this degree program encompasses courses that develop skills in media literacy, research methodologies, executive leadership, project and team management, entertainment business finance, negotiation techniques, product and artist management, entertainment law, media publishing, media distribution, digital marketing and business plan development. This program is designed to foster the development of highly trained individuals who want to pursue careers in the business side of the entertainment field. The training you receive in this program will provide you with the tools to help sustain a long and productive career in the entertainment and media industry.

Month 1

Code	Title	Credit Hours
MDL501	Mastery: Personal Development and Leadership	3.0

Month 2

Code	Title	Credit Hours
MAN630	Executive Leadership	3.5

Month 3

Code	Title	Credit Hours
MAR630	Business Storytelling and Brand Development	3.5

Month 4

Code	Title	Credit Hours
GEB6508	Entertainment Business Finance	3.5

Month 5

Code	Title	Credit Hours
MAR681	Digital Marketing	3.5

Month 6

Code	Title	Credit Hours
MAN6447	Negotiation and Deal-Making	3.5

Month 7

Code	Title	Credit Hours
EBM591	Product and Artist Management	3.5

Month 8

Code	Title	Credit Hours
BUL5629	Advanced Entertainment Law	3.5

Month 9

Code	Title	Credit Hours
MMC6257	Entertainment Media Publishing and Distribution	3.5

Month 10

Code	Title	Credit Hours
MAN603	Project and Team Management	3.5

Month 11

Code	Title	Credit Hours
GEB612	Business Plan Development	3.5

Month 12

Code	Title	Credit Hours
EBM692	Final Project: Business Plan	3.5
Total Credit Hours		41.5

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.