Entertainment Business Associate of Applied Science

Degree Type
Associate of Applied Science
Environment
online
Program Length
56 weeks
Overview
In the Entertainment Business programs, you will make your way through a challenging curriculum that combines essential business and management knowledge and skills, including business models, marketing, global media management, business technology and design, event management, and professional selling. This curriculum will focus on developing both personal and professional skills, and the program's project-based environment models the same kinds of professional scenarios you will encounter in today's business world. The combination of business and entertainment topics is designed to give you the full range of knowledge you will need to begin a career within an existing entertainment company or to get your own entrepreneurial idea off the ground. In addition to business-specific managerial and entrepreneurial skills, you will also have courses focusing on leadership, professional writing, physical science, communication skills, and how to prepare yourself for your career in the entertainment industry.
Objective
Associate of Applied Science Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing assistant, sales assistant, promotions assistant, project coordinator, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming. In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that will provide you with a solid set of career-focused foundational competencies. This career-focused education will equip you with the tools to sustain a long and productive professional career in the entertainment and media industry.

This program is designed to be paired with the Business Bachelor of Science Completion Program with a Concentration in Entertainment Business degree program. Apply today to get started.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0

Month 2

Code	Title	Credit Hours
DEP1013	Psychology of Play	3.0
ENC1101	English Composition I	4.0

Month 3

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

Month 4

Code	Title	Credit Hours
MAN2021	Business Management	4.0
MKT210	Introduction to Marketing	4.0

Month 5

Code	Title	Credit Hours
BUS119	Project and Portfolio I: Personal Branding	3.0

Month 6

Code	Title	Credit Hours
ECO2005	Introduction to Economics	4.0

Month 7

Code	Title	Credit Hours
ENTB2714	Data Analysis and Reporting	3.0

Month 8

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
ENT3111	Professional Development Seminar I: Entertainment Business	1.0

Month 9

Code	Title	Credit Hours
BUL2100	Business Law	4.0

Month 10

Code	Title	Credit Hours
MCM1203	New Media Tools	4.0
ACG3223	Business Accounting	4.0

Month 11

Code	Title	Credit Hours
ENT239	Project and Portfolio III: Entertainment Business	3.0
ENT3222	Professional Development Seminar II: Entertainment Business	1.0

Month 12

Code	Title	Credit Hours
ENTB4485	Entertainment Business Models	3.0

Month 13

Code	Title	Credit Hours
ENTB3314	Global Media Management	3.0

Month 14

Code	Title	Credit Hours
MAR3111	Principles of Digital Marketing	4.0
	Total Credit Hours	**62**

Please Note

- Associate of Applied Science (A.A.S.) degree programs are designed to prepare students for entry into technical and professional fields. A.A.S. degree programs are fully transferable into related Full Sail University bachelor's programs. The transferability of credit from Full Sail to another institution is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college.