

# Entertainment Business Associate of Applied Science

## Degree Type

Associate of Applied Science

## Environment

campus

## Program Length

52 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

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MAN2021	Business Management	4.0
MKT210	Introduction to Marketing	4.0

## Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS119	Project and Portfolio I: Personal Branding	3.0

## Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
ECO2005	Introduction to Economics	4.0

## Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
ENTB2714	Data Analysis and Reporting	3.0

## Month 8

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

## Month 9

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUL2100	Business Law	4.0

## Month 10

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
MCM1203	New Media Tools	4.0
ACG3223	Business Accounting	4.0

## Month 11

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

## Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
ENTB4485	Entertainment Business Models	3.0

## Month 13

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
ENTB3314	Global Media Management	3.0
MAR3111	Principles of Digital Marketing	4.0
<b>Total Credit Hours</b>		<b>62</b>

### Please Note

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