

EBB349 : Project and Portfolio IV: Entertainment Business

The Project and Portfolio IV: Entertainment Business course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop original content geared toward promoting their personal brand or an external company. Students will practice building an organic audience through a directed social-media strategy using multiple platforms and an editorial calendar. Students may choose to develop a podcast, blog, video, photo series, or other content to promote their own client for the portfolio, which could include a nonprofit company, a small business, or their own business idea.

Credits 3