

EBB359 : Project and Portfolio V: Entertainment Business

The Project and Portfolio V: Entertainment Business course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop a premise for a unique piece of entertainment media and create a distribution plan to connect with potential consumers. Students will explore the steps involved in publishing and/or distributing a physical or digital media product. They will also research actual publishers, distributors, and aggregators who can help distribute an entertainment media product and write an original distribution plan for their selected film, television pilot, music release, or other media product.

Credits 3