

Entertainment Business Associate of Science

Degree Type

Associate of Science

Environment

campus

Program Length

40 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's Objective 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 contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

Month 1

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0
DEP1013	Psychology of Play	3.0

Month 2

Month 2

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0
ENC1101	English Composition I	4.0

Month 3

Month 3

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

Month 4

Month 4

Code	Title	Credit Hours
MGF1213	College Mathematics	4.0

Month 5

Month 5

Code	Title	Credit Hours
BUL2100	Business Law	4.0
ENTB2714	Data Analysis and Reporting	3.0

Month 6

Month 6

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

Month 7

Month 7

Code	Title	Credit Hours
HUM1505	Popular Culture in Media	4.0
ECO2005	Introduction to Economics	4.0

Month 8

Month 8

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
ENTC111	Professional Development Seminar I: Entertainment Business	1.0

Month 9

Month 9

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

Month 10

Month 10

Code	Title	Credit Hours
ENT239	Project and Portfolio III: Entertainment Business	3.0
ENTC222	Professional Development Seminar II: Entertainment Business	1.0
Total Credit Hours		60

Please Note

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