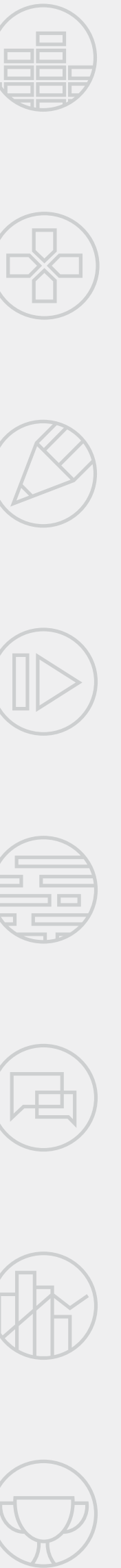


Degree PROGRAMS



Entertainment Business

Graduate Degree Program - Campus & Online

OVERVIEW

Our Entertainment Business Master of Science Degree Program is an advanced exploration of the specific business and management skills you need to excel and lead in the entertainment world. This balanced and in-depth curriculum will take you through courses such as Executive Leadership, Advanced Entertainment Law, Entertainment Business Finance, Media Literacy and Research Methodologies, Business Storytelling and Brand Development, and Negotiation and Deal-Making as you expand your knowledge of the way the business world works.

Through this specialized education, you'll learn the strategies of top executives and apply those to exercises that develop your own leadership abilities. As a conclusion to the program, you'll be responsible for a comprehensive capstone project—a formal business plan—which will require you to make practical use of important entertainment business concepts like project management, financial planning, publishing and distribution, contract negotiation, branding, and digital marketing.

This well-rounded education will help to hone your leadership and business skills in preparation for entering or advancing through the entertainment industry. To help you make that transition, we've got a team of Career Development professionals that will help you polish your interviewing skills and résumé and get you ready to enter the industry. In addition, our Career Development services and advisors will be available for support and assistance throughout your career—not just during your education.

MASTER'S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of essential business skills necessary to be successful in a variety of entertainment business industries such as recording arts, show production and touring, digital media and web, game design and development, computer animation, and film & television. The curriculum in this degree program encompasses courses that address media literacy, research methodologies, executive leadership skills, project and team management, entertainment business finance, negotiation techniques, product and artist management, entertainment law, media publishing, media distribution, digital marketing and business plan development.

This program is designed to foster the development of highly trained individuals who want to develop careers in the business side of the entertainment field. The training you receive in this program will provide you with the tools to help sustain a long and productive career in the entertainment and media industry.

Campus & Online

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Master's Program	1	MDL501	Mastery: Personal Development and Leadership	3.0
	2	MAN630	Executive Leadership	3.5
	3	MAN603	Project and Team Management	3.5
	4	MAR630	Business Storytelling and Brand Development	3.5
	5	GEB6508	Entertainment Business Finance	3.5
	6	MAR681	Digital Marketing	3.5
	7	MAN6447	Negotiation and Deal-Making	3.5
	8	EBM591	Product and Artist Management	3.5
	9	BUL5629	Advanced Entertainment Law	3.5
	10	MMC6257	Entertainment Media Publishing and Distribution	3.5
	11	GEB612	Business Plan Development	3.5
	12	EBM692	Final Project: Business Plan	3.5
				TOTAL CREDIT HOURS: 41.5
				TOTAL WEEKS: 48