Entertainment and Media Business is an intensive, 60-week, Bachelor of Science degree completion program that prepares its graduates for careers in the exciting world of entertainment and media. After completing your Associates of Arts degree in Recording and Music Technology, Video and Motion Graphics, Digital Art and Design, Game Art and Animation, Media Systems Technology or a qualifying Associate's degree from another institution, EMB is where you come to learn how to make a living at those skills you've acquired.

The program teaches fundamental business principles and skills, as well as examining industry-wide processes and technologies. It also offers instruction in essential general business skills, including written communications, statistics, accounting, economics, business law and management of intellectual property. We have a philosophy of teaching students in and out of the box techniques to succeed in business… And have fun doing it.
What is entertainment and media business?

Entertainment and media business is the collision of music, video, film, Internet & Web, touring and events, design, games, sports, and genres that have only been imagined. It is the business of sound and vision and how to make a living working with your passion. As Andy Warhol famously stated “Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art.”

What Skills Does an Entertainment Media Business professional need?

In addition to all of the traditional skills such as networking, the ability to be a self-starter, computer and social media skills, and the ability to get along with others, anyone trying to have a successful career in this business needs to be able to recognize opportunities, act on them and deliver.

What Kinds of Things Does an Entertainment Media Business Professional Do?

- Artist Manager
- Music producer
- A&R Representative
- Media Retail Manager
- Product Manager
- Publicist/Public Relations Specialist
- Promotion Specialist
- Booking (Talent) Agent
- Event Promoter
- Studio Manager
- Venue/Stage Manager
- Film or video producer
- Publishing Clearance Coordinator
- Marketing Specialist
- Record Company Clearance Coordinator
- Stage Manager
- Web Advertising Manager
- Casino Gaming Marketing
- Hospitality Management and Marketing
- TV Rights Clearances Specialist
- DVD Production Manager
- Marketing Assistant
- Interactive Project Manager/Producer
- TV Research Specialist
• Music Supervisor
• Music Supervisor Editor
• Production Coordinator
• Television Traffic Manager
• Royalty Analyst
• Associate Producer
• Casting Assistant
• Line Producer Assistant
• Production Services Director
• Video Game Product Manager
• Social Media Specialist
• Theme Park & Attraction Management
• Destination Marketing

“Being good in business is the most fascinating kind of art.”
What is the Entertainment & Media Industry Like?

As the field grows to encompass every business - there is still a common thread that runs through the warriors that succeed in it. There is a commitment to hard work, a self-starting mindset and camaraderie amongst those who have pulled an all-nighter to meet an impossible deadline... Making things happen that shouldn’t.

What Are the Future Prospects for Entertainment Media professionals?

There are all kinds of new worlds opening up - from the traditional avenues (studio/media/labels/film/video/management etc.) to the interfacing of new opportunities with larger companies as they attempt to run their brands like bands and treat their customers like fans. New media entrepreneurs have the ability to fill these gaps for new emerging companies and older companies who realize they need a new tool (or several) in their arsenal. With examples used in EMB from Zappos to Gary Vaynerchuck who started an online wine business - there are really no limits to the possibilities of applying these skills across any discipline or business. Communication, entrepreneurial skills and the secret weapon of thinking outside the box - are priceless.