

Have You Seen This Major?

Entertainment Management is a major for students who are interested in the entertainment industry from music to film to sports. The benefit of our entertainment management degree is that you get a general exposure to all aspects of the entertainment industry and a strong business foundation. We feel this gives

you more opportunities. For example, the person who graduates with an entertainment management degree could be quite successful in the area of artist management, but they could also transfer their knowledge and skill into the area of event management, venue management or even sports management.



WHAT SKILLS OR CHARACTERISTICS ARE NEEDED FOR STUDENTS TO EXCEL IN THIS MAJOR?

The common thread among all students majoring in entertainment management is their love to be around the entertainment business. There are some students who were once performers and no longer want to be on stage. Some have a love for sports and want to work in marketing or management of a professional or collegiate level sports team. Others want to put their organization and coordination skills to work and organize major events for venues and entertainment management companies. This is the focus of our program, to prepare students for the business side of entertainment.

For more information, please contact:

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FREQUENTLY ASKED QUESTIONS

ABOUT THE DEGREE

Does this major require a minor? What minors work well with this major?

This major does not require a minor. Common minors include other areas of business such as marketing or accounting and minors from the area of entertainment the student wants to focus on (i.e. music).

Does this major require a practicum or internship?

An internship is required. Students in the entertainment management program are encouraged to find an internship with an entertainment management company. In return for a minimum of 90 hours of work over a minimum of two months, students can earn three credit hours toward their degree.

What course should a student take to explore this major?

BUS 135: Introduction to Business

What are the admission requirements to the major?

Students must complete 54 credit hours, have a 2.5 GPA and have successfully completed the twelve prerequisite courses, found here: <http://www.missouristate.edu/busadv/Admission-Requirements.htm>.

AFTER THE DEGREE

How would you describe the demand for graduates with this major? What are some types of jobs for which your graduates are prepared to apply?

Students should expect that there will be significant competition for the jobs that are out there. However, we feel an EM major who graduates from Missouri State has an opportunity to build the networks and relationships with people that will provide them with opportunities. Types of jobs students with an EM major will be prepared for include: tour manager, booking agent or personal manager for an artist, group, road show, or theater; event planner; entertainment venue manager; collegiate and professional sports team front office personnel.

What are some typical jobs for graduates with this major?

Typical jobs for students who graduate with an EM major include: tour manager, booking agent or personal manager for an artist, group, road show, or theater; event planner; entertainment venue manager; collegiate and professional sports team front office personnel.

What are some of the most successful graduates from the major doing?

Successful graduates hold a variety of positions throughout the entertainment industry. One alumna, a former film agent, is currently the President and owner of a firm that educates Hollywood hopefuls on the business and creative aspects of the industry. Another alumna is a Sponsorship Tour Manager for P!NK's The Truth About Love Tour and Taylor Swift's Red Tour. One recent alumnus is currently the assistant general manager of a minor league baseball team. Other alumni have received international recognition for their work in the hospitality industry.

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