



## ENTERTAINMENT BUSINESS DEGREE REQUIREMENTS

*The courses listed below are in addition to the general education courses required by the University.*

*\*Additional courses designated by track. See track sheet for courses applicable to each track.*

### **Additional Foundation Courses**

HIST 1103	American Mind-US History Since 1876
HIST 1203	World Civilization to 1500
HIST 1303	World Civilization Since 1500

### **Business Courses**

ACCT 2113	Financial Accounting
ECON 2013	Principles of Economics I
ECON 2113	Principles of Economics II
MGMT 2023	Business Research and Communication
ECON 2123	Business Statistics
FIN 3023	Business Finance
MKGT 3013	Marketing Principles
MGMT 3123	Principles of Management and Organization
MGMT 2213	Business Law

### **Arts Management Courses**

AMGT 3723	Touring Performing Arts
AMGT 3713	Management of Non-Profit Arts Organizations
AMGT 4793	Presenting and Sponsoring Performances
AMGT 3742	Contracts and Management for Arts Managers
AMGT 3763	Non-Profit Accounting and Financial Management

### **Advertising and Promotion Courses**

MCAD 2213	Principles of Advertising
MCPR 2013	Public Relations Writing
AMGT 3753	Entertainment Marketing

### **Entertainment Technology Coursework**

AMGT 2713	Introduction to Entertainment Technology
AMGT 3703	Stage Management and Production
AMGT 3701	Arts Management Costume Lab

### **Career Related Courses**

AMGT 1743	Introduction to Entertainment Business I
AMGT 1753	Introduction to Entertainment Business II



## **ENTERTAINMENT BUSINESS PROFESSIONAL TRACKS**

11/28/11

**Arts Management Department  
Ann Lacy School of American Dance and Arts Management  
Oklahoma City University**

*The following are professional tracks available within the Entertainment Business degree.*

**SPORTS ENTERTAINMENT  
EVENT PLANNING  
ENTERTAINMENT MARKETING  
GLOBAL ENTERTAINMENT TOUR MANAGEMENT  
FASHION EVENT PLANNER  
FILM BUSINESS  
CHURCH ARTS PROGRAM MANAGER  
ENTREPRENEURSHIP  
LEADERSHIP  
VENUE MANAGEMENT  
POLITICAL EVENTS MANAGEMENT  
ENTERTAINMENT PRE-LAW  
CONVENTION / MEETING PLANNING  
THEATRE INDUSTRY MANAGEMENT  
TALENT'S PERSONAL/BUSINESS MANAGER**

## ENTERTAINMENT BUSINESS PROFESSIONAL TRACKS DETAILED INFORMATION

*The following are professional tracks available within the Entertainment Business degree.  
Students may select courses in menu fashion from the track of their choice.*

### ◆ SPORTS ENTERTAINMENT (select five courses)

MCPR 3013	Media Relations and Events Management	3 credit hours
SOC 3103	Sports in America	3
MKTG 3113	Marketing Research	3
ECON 3123	Sports Economics	3
MKTG 3123	Consultative Selling	3
MKTG 3163	Sports Marketing	3
KES 4312	Legal Aspects of Sport, Recreation and Exercise	2
MKTG 4933	Resource Development and Philanthropy	3

### ◆ EVENT PLANNING (select five courses)

ART 1003	Art History: Survey I	3 credit hours
ART 1103	Art History: Survey II	3
<i>Note: The above two courses must be taken as a pair</i>		
ART 3203	Art History: High Renaissance	3
ART 3213	Art History: Baroque	3
ART 3303	Art History: Contemporary	3
MCPR 2313	Principles of Public Relations	3
MCPR 3013	Media Relations and Events Management	3
MKTG 3123	Consultative Selling	3

### ◆ ENTERTAINMENT MARKETING (select five courses)

MCPR 2313	Principles of Public Relations	3 credit hours
MKTG 3113	Marketing Research	3
MKTG 3123	Consultative Selling	3
MCPR 3013	Media Relations and Events Management	3
MCPR/MCAD 4013	Integrated Campaign Development	3
MKTG 4953	Marketing and Social Entrepreneurship For Not-for-Profit Organizations	3

◆ GLOBAL ENTERTAINMENT TOUR MANAGEMENT (select five courses)

HIST/POLS	1413	Survey of Asian History and Politics	3 credit hours
CHIN	1113	Chinese I	3
CHIN	1213	Chinese II	3
<i>Note: The above two courses must be taken as a pair</i>			
MCPR	2313	Principles of Public Relations	3
MCPR	3013	Media Relations and Events Management	3
POLS	3013	European Politics and Government	3
POLS	3113	Modern China	3
POLS	3313	Modern Japan	3

◆ FASHION EVENT PLANNER (select a minimum of 15 hours)

ART	1003	Art History: Survey I	3 credit hours
ART	1103	Art History: Survey II	3
<i>Note: The above two courses must be taken as a pair</i>			
MCPR	2313	Principles of Public Relations	3
MCPR	3013	Media Relations and Events Management	3
MKGT	3113	Marketing Research	3
MKGT	3123	Consultative Selling	3

◆ FILM BUSINESS (select five courses)

MIAP	1213	American Film: Pre-1945	3 credit hours
MIAP	2183	Introduction to Film Music	3
MIAP	2213	Film Production and Business	3
MIAP	3143	Film Directing: The Collective Vision	3
MIAP/MASC	2513	Film: A Communicator of Social Values	3
MIAP/ENGL	3313	Great Films	3

◆ CHURCH ARTS PROGRAM MANAGER (select five courses)

REL	2033	Introduction to Religion	3 credit hours
REL	2503	Religion in American History	3
REL	2603	Religion and the Arts	3
ENGL	2913	Spirituality and Literature	3
REL	3913	Ministry with Youth	3
REL	3903	Religious Drama	3
PHRH	3513	Religious Communication	3

◆ ENTREPRENEURSHIP (select a minimum of 15 hours)

PHRH	2313	Persuasive Communication	3 credit hours
MKGT	3113	Marketing Research	3
MKTG	3123	Consultative Selling	3
MGMT	3413	Entrepreneurial Environment	3
MKTG	4953	Marketing and Social Entrepreneurship for Not-for-Profit Organizations	3
INDP	4022	Insights into Executive Leadership	2

◆ LEADERSHIP (select a minimum of 15 hours)

INDP 1111	OCULeads I	1 credit hours
INDP 1121	OCULeads II	1
PHRH 2313	Persuasive Communication	3
MGMT 2223	Business Ethics and Leadership	3
PHIL 2713	Critical Thinking	3
ECON 3713	Game Theory	3
PHRH/PHIL 4003	Rhetoric and Reality	3
INDP 4022	Insights into Executive Leadership	2

◆ VENUE MANAGEMENT (select 5 Courses)

MCPR 2313	Principles of Public Relations	3 credit hours
POLS 3213	State and Local Government and Administration	3
MCPR 3013	Media Relations and Events Management	3
MCPR/MCAD 4013	Integrated Campaign Development	3
MKTG 3123	Consultative Selling	3
AMGT 3573	Entertainment Venue Management	3
MASC 3303	Media Management	3

◆ POLITICAL EVENTS MANAGEMENT (select five courses)

POLS 2413	Legislative Behavior	3 credit hours
MCPR 2313	Principles of Public Relations	3
MCPR 3013	Media Relations and Events Management	3
POLS 3213	State and Local Government and Administration	3
POLS 3713	American Presidency	3
PHRH/POLS 3813	Political Communication	3
MCAD/MCAD4013	Integrated Campaign Development	3

◆ ENTERTAINMENT PRE-LAW (select five courses)

PHIL 2713	Critical Thinking	3 credit hours
POLS 3213	State and Local Government and Administration	3
POLS 4113	Legal Writing	3
POLS/JUS 4114	Constitutional Law	3
ECON 4213	Government and Business	3
POLS 4513	International Law	3
POLS 4613	The Politics of Law	3

◆ CONVENTION / MEETING PLANNING (select five courses)

PHIL/MGMT 2213	Business Ethics and Leadership	3 credit hours
MCPR 2313	Principles of Public Relations	3
MCPR 3013	Media Relations and Events Management	3
MCPR 3803	Strategic Planning for Public Relations	3
MKTG 3123	Consultative Selling	3
AMGT 3573	Entertainment Venue Management	3
PHRH 2313	Persuasive Communication	3

◆ THEATRE INDUSTRY MANAGEMENT (select five courses)

AMGT 3773	Theatre Management	3 credit hours
THRE 1003	The Theatre Experience	3
PHIL 2013	Aesthetics: Philosophy of the Fine Arts	3
PHIL/MGMT 2213	Business Ethics and Leadership	3
MCPR 2313	Principles of Public Relations	3
MCPR 3013	Media Relations and Events Management	3
THRE 3213	History of Theatre	3
THRE 3313	Multicultural Theatre	3
MKTG 4953	Marketing and Social Entrepreneurship for Not-for-Profit Organizations	3

◆ TALENT'S PERSONAL/BUSINESS MANAGER (select five courses)

PHIL/MGMT 2213	Business Ethics and Leadership	3 credit hours
MCPR 2313	Principles of Public Relations	3
PHRH 2313	Persuasive Communication	3
PHIL 2713	Critical Thinking	3
MCPR 3013	Media Relations and Events Management	3
MCPR 3803	Strategic Planning for Public Relations	3
MCPR/MCAD 4013	Integrated Campaign Development	3

**Entertainment Business Program**

Arts Management Department

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