

ENTERTAINMENT MARKETING MAJOR

The Saint Joseph's University Marketing Department offers a major for the student who wants to work behind-the-scenes in show business. With a degree in Entertainment Marketing, you can help to develop a blockbuster campaign to promote a studio's latest film, a concert event or theater production.

The Entertainment Marketing Major teaches students how traditional marketing practices are applied and often rewritten in the world of entertainment through specialized courses and interaction with industry entertainers and entertainment executives.

Learning Goals and Outcomes

Goal 1: Knowledge of Functional Marketing Skills

Outcome 1.1: Students will be able to develop and evaluate marketing plans intended to satisfy objectives for the entertainment industry.

Outcome 1.2: Students will gather, analyze, and assess customer and industry data.

Goal 2: Problem Solving and Critical Thinking Skills

Outcome 2.1: Students will engage in critical analyses and discussions of real problems in the entertainment industry.

Goal 3: Communication Skills

Outcome 3.1: Students will demonstrate clear and persuasive oral and written communication skills.

Goal 4: Knowledge of the Jesuit tradition of social justice and lifelong learning

Outcome 4.1: Students will understand the role of Ignatian values in entertainment marketing.

Goal 5: Diversity

Outcome 5.1: Students will engage with diversity, equity & inclusion issues in the entertainment industry.

Requirements

Cornerstone Core Curriculum Requirements

Consist of 14 core and 2 overlay requirements. See below for additional detailed information on each of these requirements.

Code	Title	Hours
First Year Course Requirements		
ENG 101	Craft of Language	3
	World History Course Area	3
Philosophy Requirements		

Either Level One or Level Two (but not both) -- must be Ethics designated. If approved, philosophy courses may count for a student's Writing Intensive overlay. Students may not double-count the same course as Philosophy Level Two and as a Mission Overlay course.

Philosophy Level One	3
Philosophy Level Two	3

Theology & Religious Studies Requirements

If approved, Theology & Religious Studies courses may count for a student's Writing Intensive overlay. Students may not double-count the same course as CCC Theology and as a Mission Overlay course.

Theology	3
Religious Studies	3

Diversity & INT 151 Requirements

A student's Diversity course may not count for any other CCC course area requirement or as their Mission Overlay course. If approved, Diversity courses may count for a student's Writing Intensive Overlay requirement. INT 151 may not count for any other CCC requirements. This course must be taken in the first two years

Diversity	3	
INT 151	Inequality in American Society	1

Math & Natural Science Requirements

If approved, Math & Natural Science Requirements may count toward overlay requirements.

Mathematics	3-4
Natural Science	4

Social Science Requirement

If approved, such Social Science Requirement may count toward a student's overlay requirements.

Non-Native Language Requirement

A single Non-Native Language course may not count as an overlay course but a second language course fulfills a student's Mission Overlay requirement.

Literature Requirement

If approved, Literature courses may count toward a student's overlay requirements.

Fine and Performing Arts, Creativity, and Design Requirement

If approved, Fine and Performing Arts, Creativity, and Design courses may count toward a student's overlay requirements.

Overlay Requirements

Writing-Intensive

If approved, Writing-Intensive courses may double count as major courses, minor courses, electives, or as any CCC course area requirement except for the first-year courses (World History and Rhetoric and Composition).

Mission-Overlay

Mission Overlay courses may double count as major courses, minor courses, elective courses, or any of the following CCC course areas: Fine and Performing Arts, Creativity, and Design, Literature, Mathematics, Natural Science, or Social Science.

Total Hours 47-49

Recommended CCC Courses

Code	Title	Hours
Diversity		
MGT 221	Diversity in the Workplace	

Business Foundation

Code	Title	Hours
ACC 101	Concepts of Financial Acct	3
ACC 102	Managerial Accounting	3
DSS 100	Excel Competency	1
DSS 200	AI in Business	3
DSS 210	Business Statistics	3
DSS 220	Business Analytics	3
ECN 102	Introductory Economics Macro	3
FIN 200	Intro to Finance ¹	3
or FIN 225	Fund of Quantitative Finance	
MGT 110	Essent'ls of Organzational Beh	3
or MGT 120	Essentials of Management	
MGT 360	Legal Environment of Business	3
MKT 201	Principles of Marketing	3
BUS 495	Business Strategy	3
Total Hours		34

¹ ECN 101 is a prerequisite for FIN 200 and may count towards the Cornerstone Core Curriculum Social Science requirement.

Major Requirements

Code	Title	Hours
MKT 202	Marketing Research	3
MKT 302	Consumer & Buyer Behavior	3
MKT 344	Business of Music and Entertai	3
MKT 342	Music and Entertainment Law	3
MKT 343	Entertainment Marketing	3
MAT 120	Precalculus (or higher, except for MAT 128. Will count for CCC: Mathematics)	3
Select one (1) Entertainment Marketing elective:		3
MKT 304	Principles of Selling	
MKT 308	Marketing Analytics	
MKT 312	Selling and Sales Management	
MKT 314	Social Media Marketing	
MKT 316	Digital Marketing	
MKT 317	Fashion Marketing	
MKT 321	Advertising	
MKT 324	Public Relations and Publicity	
MKT 325	Fundamentals of Graphic Design	
MKT 341	Music Marketing	
MKT 350	Event Marketing	
MKT 351	Business of Sports	
MKT 353	Sports Marketing	
MKT 354	The Business of Baseball	
MKT 355	Sports, Selling, & Sales	
MKT 363	Sports Analytics	
MKT 364	Sports Marketing Communication	
MKT 365	eSports	
MKT 370	Spec Topics:Sports Marketing	
MKT 470	Special Topics in Marketing	
MKT 490	Internship in Marketing I	

MKT 497 Sports Marketing Internship

Total Hours	21
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Free Electives

Six courses. Graduation requires 120 credits. Any credits necessary to reach that number outside of the CCC and major requirements are considered free electives.

Typical Course Sequence

Course	Title	Hours
First Year		
Fall		
DSS 100	Excel Competency	1
ACC 101	Concepts of Financial Acct	3
MGT 110	Essent'ls of Organzational Beh (or Theology)	3
or MGT 120	or Essentials of Management	
ECN 101	Introductory Economics Micro	3
or ECN 102	or Introductory Economics Macro	
ENG 101	Craft of Language (or World History)	3
Non-Native Language or Mathematics		3-4
Hours		16-17
Spring		
ACC 102	Managerial Accounting	3
ENG 101	Craft of Language	3
MGT 110	Essent'ls of Organzational Beh (or Theology)	3
or MGT 120	or Essentials of Management	
Mathematics or Non-Native Language		3-4
ECN 102	Introductory Economics Macro	3
or ECN 101	or Introductory Economics Micro	
INT 151	Inequality in American Society	1
Hours		16-17
Sophomore		
Fall		
DSS 200	AI in Business	3
DSS 210	Business Statistics	3
MKT 201	Principles of Marketing	3
Philosophy Level One		3
Free Elective		3
Hours		15
Spring		
MKT 302	Consumer & Buyer Behavior	3
DSS 220	Business Analytics	3
FIN 200	Intro to Finance	3
Philosophy Level Two		3
Free Elective		3
Hours		15
Junior		
Fall		
MKT 344	Business of Music and Entertai	3
MGT 360	Legal Environment of Business	3
Religious Studies		3
Diversity		3
Free Elective		3
Hours		15
Spring		
MKT 202	Marketing Research	3
MKT 342	Music and Entertainment Law	3
Natural Science		4
Free Electives		6
Hours		16

Senior		
Fall		
MKT 343	Entertainment Marketing	3
Fine & Performing Arts, Design & Creativity		3
Major Electives		3
Free Electives		6
Hours		15
Spring		
BUS 495	Business Strategy	3
Literature		3
Free Electives		6-9
Hours		12-15
Total Hours		120-125