

Minnesota State University Moorhead

EIT 461: Entertainment Entrepreneurship

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Seminar covering broad range of current topics related to the entertainment industry.

B. COURSE EFFECTIVE DATES: 02/02/2020 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Examination of relevant information resources
2. Legal issues
3. Professional practices and ethics
4. Trends in marketing and management

D. LEARNING OUTCOMES (General)

1. Students will learn professional practices and ethics of the entertainment industry.
2. Students will learn to apply knowledge of legal issues of the entertainment business.
3. Students will be able to identify trends in marketing and management in the entertainment industry.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted