



POSTBACC ENTREPRENEURSHIP by semester

SEMESTER ONE [spring]

Entertainment Business Law	3
Intellectual Property in Media	3
Digital Marketing & Social Media	3
Strategic Planning	3
[Elective]	3

TOTAL 15

SEMESTER TWO [summer]

Media Accounting,	3
Budgeting & Scheduling	3
Collaboration Lab 1:	3
Entrepreneur Expo	3
Production Contracts & Negotiation	3
Entrepreneurial Branding	3
[Elective]	3

TOTAL 15

SEMESTER THREE [fall]

Film Financing:	
Independent & Mainstream	3
Creative Content Acquisition & Distribution	3
Entertainment Project Management	3
Innovation & The Entrepreneur	3
[Elective]	3

TOTAL 12

PROJECTS

All degree candidates who complete the Post-Bacc Certificate in Entrepreneurship will have the opportunity to produce a series of original projects designed to build a creative digital portfolio of professionally produced content including:

- » **BUSINESS PLANS**
- » **MARKETING STRATEGIES**
- » **ELEVATOR PITCHES**
- » **CASE STUDIES**
- » **COLLABORATIVE DIGITAL CONTENT**
- » **INVESTOR'S DECKS**
- » **STRATEGIC PLANS**

CAREERS

The Entertainment Media field is undergoing dynamic change because of the influence of shifting audience demographics, release platforms and digital production modalities. Periods of dramatic change create dynamic opportunities for the entrepreneurs and innovators who are prepared to adapt and to lead. This certificate is a path to careers as an Entertainment Entrepreneur, Film and Television Producer, Online Content Creator, Development Executive or Media Strategist.

