

Entertainment Management at the University of Montana

As an academic program housed within the School of Business Administration, Entertainment Management examines Business Administration applied to a specific industry, Entertainment. This comprehensive program emphasizes real-time, real-world learning opportunities. Industry experts and professionals teach the classes and students are strongly encouraged to pursue internships and volunteer opportunities. Entertainment Management places strong emphasis on social responsibility. Class participation includes the planning and execution of live events. Students are exposed to a professional network throughout their academic career.

Entertainment Management provides students at the University of Montana a unique opportunity to participate in an exclusive industry by providing the educations, skills, networking, and experience necessary to begin a career upon graduation.

Certificate in Entertainment Management

Registered students of the University of Montana are welcome to join our program as it is open to all majors. Classes are offered from freshman to senior level and may be taken for graduate credit. Upon completion of 18 approved credits, students earn a Certificate of Entertainment Management.

Required Courses (9 credits)

BMGT 401:	Event Management (offered Fall only)
BMGT 402:	Entertainment Principles I (offered Fall & Spring)
BMGT 403:	Entertainment Principles II (offered Spring only)

Electives (9 credits)

BFIN 205S:	Personal Finance;	MART 112A:	Introduction to Non-linear Editing;
BGEN 220E:	Business Ethics & Social Responsibility;	MUSI 130L:	History of Jazz
BMGT 101S:	Intro to Entertainment MGMT;	MUSI 132L:	History of Rock & Roll;
BMGT 275:	Venue Management;	MUSI 202L:	Intro to Music Lit
BMGT 375:	Business of Film & TV;	MUSI 302H:	Music History II
BMGT 474:	Entertainment Planning & Research;	PSC 466:	Nonprofit Admin & Public Service;
BMKT 413:	Sports Marketing;	THTR 370:	Stage MGMT I
MART 111A:	Fundamentals of Integrated Digital Arts;		

College of Business majors may also choose their electives from the following:

BMGT 420:	Leadership & Motivation;
BMGT 498:	Entertainment Management Internship
BMKT 411:	Services & Relationship Marketing;
BMKT 412:	Nonprofit Marketing;
BMKT 420:	Integrated Online marketing
BMIS 478:	Electronic Commerce

