

# ENTERTAINMENT AND ARTS MANAGEMENT



## *Entertainment and Arts Management at Drexel*

Motion pictures and television, performing arts, new media, museums — these creative industries and others like them belong to one of the fastest-growing economic sectors worldwide. Their tremendous growth creates a need for professionals who can combine both management and leadership skills with a thorough understanding of entertainment, art, and media productions.

Drexel's Entertainment and Arts Management (EAM) program prepares students for the challenge by offering both a specialized curriculum and a nationally ranked-co-operative education component. Students choose an area of concentration in media management, performing arts management, or visual arts management. EAM students automatically satisfy the requirements for Drexel's minor in business.

## *Drexel Co-op for Entertainment and Arts Management*

A key part of the program is Drexel's prestigious co-operative education program where students alternate periods of classroom study with periods of professional work experience. Entertainment & Arts Management students participate in the following:

- One Co-op Option (Four Years): includes two three-month periods of full-time employment.

## *Employers*

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- NBC Universal
- New Jersey Network
- Warner Brothers
- Comcast Corporation
- Center for Emerging Visual Artists (CFEVA)
- The Mann Center for the Performing Arts

## *Potential Careers*

**Concert and Live-Events Manager.** Reserves rehearsal and concert space, hires guest performers, manages setup of concert venue, schedules ushers, coordinates decorations, and organizes recordings. Venues can be large or small to hold a variety of formats such as political debates, musical performances, comedy shows, and more.

**Production Executive.** Oversees the development of film, television, and theater productions. Responsibilities related to creative, finance, and marketing of creative content.

**Marketing Manager.** Devises strategies for marketing, promotions, and special events; manages marketing and promotional plans and campaigns; develops and writes marketing material; directs organization's participation in trade shows; helps develop new clients; and conducts research.

**Grant Writer.** Researches and identifies potential donors and funders, prepares and submits proposals for projects, helps with budgeting for proposals, compiles documentation, maintains calendar of deadlines, prioritizes submissions, and tracks responses.

### ***Courses You'll Really Enjoy***

**Law for EAM Managers.** Examines the relationship between the arts and law, including contracts, license fees, immigration law, liability, labor-management agreements, use fees, First Amendment issues, and the formation of partnerships and corporations.

**Performing Arts Touring and Promotion.** Provides an overview of organizing tours and festivals, and special events by discussing administrative and management responsibilities or tour demands — including booking, logistics, staffing, and decision making.

**Promotion, Press, and Publicity.** This course discusses how to get your organization publicized in a crowded media marketplace, and covers public relations and promotional strategy, creation of press releases, and other methods for promoting arts and entertainment.

**Arts and Media in Society.** Examines the role of the arts and their impact on society by exploring key issues of cultural policy, including community standards and censorship, and introduces different approaches to funding. Reading, films, discussions, and projects explore issues such as the social functions of the arts, the use of art for advocacy by social groups, and patronage over the world.

### ***Learn More***

**Antoinette Westphal College of Media Arts & Design**  
[www.drexel.edu/westphal](http://www.drexel.edu/westphal)

### **University Catalog**

A list of required courses for the Entertainment and Arts Management major is available online at [www.drexel.edu/catalog](http://www.drexel.edu/catalog).

### ***Accelerated Degree Options***

- BS in Entertainment and Arts Management
- BS/MS: Students who complete the EAM program may also choose to pursue a graduate degree in Arts Administration. Students who graduate with a 3.5 GPA in the last two years of the EAM program are automatically accepted into the graduate Arts Administration program at Drexel.

### ***For More Information***

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Apply online at [www.drexel.edu/apply](http://www.drexel.edu/apply)