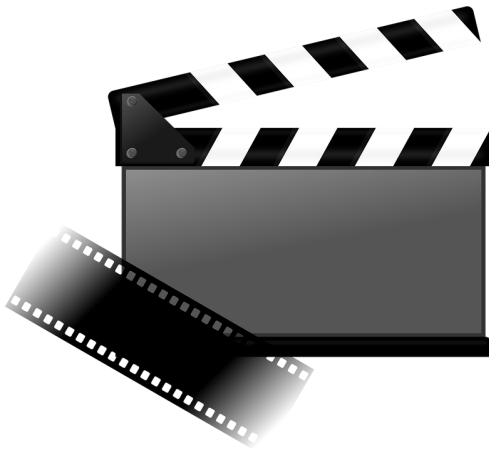


# Entertainment and Tourism Management - Media



Entertainment media is one of the largest, most robust areas of business in Southern California. Motion pictures, television, recorded music, and video games are some of the products offered by this industry. Business professionals are needed who can manage the processes that complete and deliver products and services to millions of people—in short, they manage the business side of media entertainment.

Though not as glamorous as the creative side of the media business, business careers in media can be just as rewarding. By understanding the “back-end” of the entertainment

business, you will learn the skills and knowledge to find success in a variety of functions such as finance, sales and marketing, information systems, operations, supply chain management, human resources, and more. Use your passion, skills, and education to find your niche within



Source: California State University, Fullerton Entertainment and Tourism Management

## Average Salary & Trajectory\*

### Entry-Level

**\$43,000** annually

- Sales Agent
- Media and Communication Coordinator
- Business Development
- Digital Strategy Analyst
- Financial Planning Analyst

### Mid-Level

**\$63,000** annually

- Talent Acquisition Manager
- Director of Events
- Business Development
- Search Marketing Strategists
- Production Manager

### Executive-Level

**\$92,000** annually

- Business Development Management
- Casting Coordinator
- Product Management
- Strategic Developer
- General Manager

## Learn More With O\*Net

Visit O\*Net OnLine to explore the sample roles in media business operations. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

**01** Visit O\*Net OnLine at [www.onetonline.org](http://www.onetonline.org)

**02** Refer to the sample job titles listed in the “O\*Net Keywords” section below

**03** Enter phrase into O\*Net’s “Occupation Search” to explore sample roles

### O\*Net Keywords:

- Media
- Operations
- Digital
- Finance

### Roles:

- Talent Manager
- Sales Agent
- Entertainment Operations Manager

\*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide we are providing average starting salaries as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

## Entertainment and Tourism Management - Media

### Skills/Experience Suggested:

- Excellent communication skills, both verbal and written
- Ability to approach people and situation with confidence and professionalism
- Proactivity
- Leadership skills including the ability to motivate others
- Experience in project management and time management
- Competence in electronic and social media
- Advanced computer and technology skills

### Professional Associations:

- Society of Talent and Entertainment Professionals
- National Association of Record Industry Professionals (NAPRIIP)
- Society of Talent and Entertainment Professionals

### Campus Resources:

- Behind the Scenes—a *student/industry alliance*
- Entertainment and Tourism Club
- Entertainment & Tourism Management Center (SGMH 5357A)

### Advanced Degrees:

- Master in Business Administration

**Don't forget to check out the list of career path advisors**  
[business.fullerton.edu/Programs/Undergraduate/#career-path-advisors](http://business.fullerton.edu/Programs/Undergraduate/#career-path-advisors)

### Industry Research & Tools:

- [Ncm.com/industry-resources](http://Ncm.com/industry-resources)
- [Entertainmentcareers.net](http://Entertainmentcareers.net)
- [Wetfeet.com](http://Wetfeet.com)
- What Can I Do with This Major—accessible through Career Services website
- [Vault.com](http://Vault.com)—accessible through your Student Portal

### Job & Internship Search Sites:

- [Entertainmentcareers.net](http://Entertainmentcareers.net)
- [Indeed.com](http://Indeed.com)
- [Internships.com](http://Internships.com)
- [LinkedIn.com](http://LinkedIn.com)
- [Vault.com](http://Vault.com)—accessible through your Student Portal
- Titan Connection—accessible through Career Services Website

### Employers Hiring Mihaylo Graduates:

