

Entertainment and Hospitality 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 this industry.



Source: California State University, Fullerton Entertainment and Tourism Management

Average Salary & Trajectory*

Entry-Level

\$71,000 annually

- Production Coordinator
- Events Coordinator
- Licensing Coordinator
- Marketing Assistant
- Jr. Financial Analyst
- Staff Product Manager

Mid-Level

\$93,000 annually

- Casting Manager
- Special Events Manager
- Sr. HR Generalist
- Supply Chain Analyst
- Senior Marketing Analyst
- Brand Manager
- Production Manager
- Content Manager

Senior-Level

\$122,000 annually

- Production Supervisor
- Operations Manager
- Marketing Communications Manager
- Sr. Budget Analyst
- Director of Finance
- Director of Sales
- Director of Digital Content

Learn More With O*Net

Visit O*Net Online to explore the sample roles in entertainment and media. 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

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

Roles:

- Digital
- Finance
- 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 U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

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Skills/Experience Suggested:

- Excellent communication skills, both verbal and written
- Leadership skills including the ability to motivate others
- Experience in project management and time management
- Competence in electronic and social media
- Knowledge of finance and accounting
- Strong networking skills
- Ability to multi-task in a fast-paced environment

Advanced Degrees:

- Master in Business Administration

Professional Associations:

- Society of Talent and Entertainment Professionals
- National Association of Record Industry Professionals (NAPRIP)
- Society of Talent and Entertainment Professionals
- The Entertainment Industry College Outreach Program (EICOP)
- Association of Talent Agents (ATA)
- Hollywood Professional Association (HPA)

Campus Resources:

- Behind the Scenes Student Organization
- Entertainment and Tourism Club
- Entertainment & Tourism Management Center (SGMH 5284)

Industry Research & Tools:

- <https://press.ncm.com/industry-resources/default.aspx>
- entertainmentcareers.net
- [What Can I Do with This Major](http://www.fullerton.edu/career/students/career-major-exploration/) – accessible through <https://www.fullerton.edu/career/students/career-major-exploration/>
- fullerton.firsthand.co – Login with your CSUF email

Job & Internship Search Sites:

- entertainmentcareers.net
- indeed.com
- fullerton.joinhandshake.com
- linkedin.com
- Titan Connection

Employers Hiring CSUF Business Graduates:



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