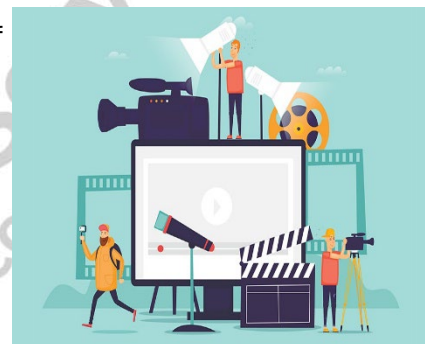


Entertainment & Hospitality Management - Media

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 “backend” 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.



Average Salary & Trajectory*

Entry-Level

\$86,000 annually

- Production Coordinator
- Events Coordinator
- Licensing Associate
- Marketing Manager
- Financial Analyst
- Staff Product Coordinator

Mid-Level

\$97,000 annually

- Casting Manager
- Special Events Manager
- Sr. HR Generalist
- Supply Chain Manager
- Marketing Research Analyst
- Brand Manager
- Production Manager
- Media Programming Director

Senior-Level

\$135,000 annually

- Senior 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 hospitality. 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
- Digital
- Finance

Roles:

- Talent Manager
- Sales Agent
- Entertainment
- Operations Manager

Entertainment & Hospitality Management - Media

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
- Market research and audience analysis capabilities
- Cultural competency and ability to work on diverse teams
- Strong adaptability and problem-solving in dynamic industries

Advanced Degrees:

- Master of Business Administration

Professional Associations:

- Society of Talent and Entertainment Professionals
- National Association of Record Industry Professionals (NARIP)
- Society of Talent and Entertainment Professionals
- The Entertainment Industry College Outreach Program (EICOP)
- Association of Talent Agents (ATA)
- Hollywood Professional Association (HPA)
- Association of Film Commissioners (AFCI)
- Casting Society of America (CSA)
- Producers Guild of America (PGA)

Campus Resources:

- Behind the Scenes Student Organization
- Entertainment and Tourism Club
- The Center for Entertainment and Hospitality Management (SGMH 5284)
- EHM Student Advisory Board

Industry Research & Tools:

- What Can I Do with This Major– accessible through Titan Connect – Login with your CSUF email
- American Hotel & Lodging Association (AHLA) Resource Center
- IAAPA – International Association of Amusement Parks & Attractions
- fullerton.vault.com -Login with your CSUF email

Job & Internship Search Sites:

- Entertainmentcareers.net
- Indeed.com
- LinkedIn.com
- Handshake
- Titan Connection
- WayUp.com
- iHireHospitality.com
- HCareers.com

Employers Hiring CSUF Business Graduates:

