CAREER TRACK:  Entertainment Marketing

This career track examines the marketing concept in all venues where consumers spend leisure dollars, notably in such areas as in motion pictures, television, and radio, music, sports, special events and destinations, travel and tourism. Duly recognized is the face that the combined consumer expenditures within this exploding industry exceed $1 trillion. The principle focal point of this track acknowledges that this metropolitan area is the entertainment capital of the world and headquarters to the majority of major motion picture companies, record labels, domestic television studios, major theme parks, and other related centers. Students are expected to work with actual managers within these venues toward real world projects in the true spirit of the polytechnic tradition as part of their degree requirements in addition to internship service within one of these industries.

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<thead>
<tr>
<th>CAREER TRACK CLASSES</th>
<th>22 units</th>
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<tbody>
<tr>
<td>REQUIRED (must take 16 units from this section)</td>
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<tr>
<td>IBM 307 Promotional Strategies</td>
<td>4</td>
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<tr>
<td>IBM 441/2 Internship in Marketing (choose among 1-4 units as you need)</td>
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<tr>
<td>IBM 491 Marketing for the Movies</td>
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<td>IBM 492 Sports Marketing</td>
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<td>IBM 493/499 Event and Destination Marketing</td>
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<tr>
<td>IBM 306 Professional Selling</td>
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<tr>
<td>IBM 316 Marketing of Services</td>
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<tr>
<td>IBM 326 Interactive Marketing</td>
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<td>IBM 327 Sales Promotion</td>
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<tr>
<td>IBM 400 Special Problems for Upper Division Students</td>
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<tr>
<td>IBM 403 Electronic Commerce</td>
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<tr>
<td>IBM 405 Advertising Management</td>
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<td>IBM 406 Ethical Issues in Marketing</td>
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<td>IBM 433 Evaluating Advertising Effectiveness</td>
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<tr>
<td>IBM 442 Internship in Marketing (choose among 1-4 units as you need)</td>
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<tr>
<td>IBM 443 Advertising Media Analysis and Planning</td>
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<td>MU 397 Music in Record, Radio, Film, and Television Industries</td>
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<td>MU 398 Artist Representation and Promotion</td>
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<td>FRL 419 Legal Environment of Marketing</td>
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