

BA/BS MAJOR IN ENTERTAINMENT INDUSTRY

Requirements for a Bachelor of Arts or Bachelor of Science Degree in Entertainment Industry

Additional Graduation Requirements (<https://catalog.una.edu/undergraduate/academic-procedures-requirements/graduation-requirements>)

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component)		
Area I (Written Composition) ¹		6
Area II (Humanities and Fine Arts)		12
Area III (Natural Sciences and Mathematics)		11
Area IV (History, Social and Behavioral Sciences)		12
Area V (https://www.una.edu/areav)		
Major Core Requirements in Entertainment Industry		
ENT 225	Survey of the Music Industry	3
ENT 235	Audio in a Multimedia Environment	3
ENT 435	History of Popular Music	3
ENT 470W	Entertainment Industry Law	3
ENT 480	Senior Seminar ²	3
ENT 495	Entertainment Internship/Practicum	3
Major Concentration Requirements		
Select one from the following options:		18
Option I: Entertainment Business		
Option II: Entertainment Technology		
Minor		
Any College of Business, Communications, Music, or Theatre Minor 18-25		
General Electives		
General electives or second minor to bring total to 120		
Total Hours		95

¹ Six hours of a required foreign language at the introductory level

² The exit examination is a part of this course.

Concentration Options

Option I: Entertainment Business

Code	Title	Hours
ENT 325	Music Publishing	3
ENT 329	Record Company Operations	3
ENT 345	Concert Promotion and Touring	3
Select nine hours from the following courses:		9
ENT 299	Seminar and Lecture Series	
ENT 300	Songwriting Analysis	
ENT 335	Survey of Audio Recording	
ENT 340	Live Production Technology	
ENT 426	Production	

ENT 490	Special Topics	
ENT 492	Singing River Records	
MG 391	Entrepreneurship	
MK 395	Entrepreneurial Marketing	
MK 487	E-Marketing	
Total Hours		18

Option II: Entertainment Technology

Code	Title	Hours
ENT 335	Survey of Audio Recording	3
ENT 425	Recording Techniques	3
ENT 430	Modern MIDI Recording Software Techniques	3
Select nine hours from the following courses:		9
COM 243	Aural-Visual Production	
COM 423	Intermediate Film Production	
COM 443	Advanced Film Production	
ENT 299	Seminar and Lecture Series	
ENT 300	Songwriting Analysis	
ENT 340	Live Production Technology	
ENT 426	Production	
ENT 445	Advanced Recording Techniques	
ENT 490	Special Topics	
ENT 492	Singing River Records	
TH 350	Lighting Design	
Total Hours		18