

Entertainment Technologies (ENT)

ENT 211. Entertainment Promotion. 3.0 Credits. Class-3.0. Clinical-0.0.
Lab-0.0. Work-0.0

This course examines the elements of marketing and promotion specifically applicable to the entertainment business. Topics include the creation of publicity materials, understanding the process of developing media relations, developing a press kit, and creating a publicity campaign. Upon completion, students should be able to create a marketing and promotion campaign.