



**ASSOCIATE OF APPLIED SCIENCE  
IN ENTERTAINMENT BUSINESS**





The entertainment industry is one of the most exciting industries to be a part of and offers a wide range of employment opportunities for talented, passionate people like you.

The right education can be a necessary step to successfully enter this demanding industry. SAE Institute's Associate of Applied Science in Entertainment Business Program provides students with the knowledge and skills needed to be on the front lines of the music, film, or entertainment industry.

## ABOUT THE PROGRAM — 19 MONTH

The Associate of Applied Science in Entertainment Business program is an intensive course of study that prepares students for a range of entry-level careers within the entertainment industry. Students receive training in entertainment management, entrepreneurship, intellectual property rights, distribution, event planning, and common industry structures and practices among others.

They will also study subjects like effective communication, critical thinking, and research skills, and will learn practical contemporary media production skills in video, audio, web, and graphic design.

## WHAT YOU'RE TAUGHT

Students in the Associate of Applied Science in Entertainment Business program will take a variety of courses during their time at SAE Institute. Some of these include:

-  Introduction to Entertainment Business
-  Survey of the Entertainment Industry
-  Introduction to Entertainment Law
-  Media Production
-  Marketing and Social Media
-  Management and Entrepreneurship
-  Entertainment Business Models
-  General Education courses

## CAREER OUTCOMES

After completing the Associate of Applied Science in Entertainment Business Program, graduates will be able to find entry-level opportunities for careers such as:

- Advertising Agent
- Merchandiser
- Music Director
- Business Affairs Assistant
- Content Editor
- Public Relations Consultant
- Tour Manager
- Venue Management

## SUPPORT ALONG YOUR CAREER JOURNEY

The path to finding a career in creative media can be a challenging one. Our career services team is dedicated to helping you find career opportunities in the industry. We have the resources to help guide and support you on your career journey.



## WHY SAE INSTITUTE?

Starting in Australia, SAE Institute has been delivering focused, hands-on education, employing qualified instructors with real-world experience, and working closely with industry partners since 1976. Our courses emphasize practical experience and are designed to provide students with a foundation of practical theory and valuable training in their chosen field. We operate under a strong vision, with a purpose to support our students. Not only are we committed to excellence in education, we're also passionate about helping aspiring professionals reach their potential, which is why we continue to be one of the global leaders in creative media education today.



## WHY SAE INSTITUTE?



**ALEC PETFORD**  
**SAE INSTITUTE NASHVILLE, 2018**  
**ENTERTAINMENT BUSINESS**

“I loved my time at SAE Institute Nashville. The teachers were amazing and helped me develop skills and insight to help me enter the music business. Anybody who is willing to learn can really benefit from what SAE Institute has to offer.”



## ADMISSIONS REQUIREMENTS

**1** **ENTRANCE EXAM**  
SAE Institute requires all applicants to successfully pass the Entrance Evaluation by scoring a minimum of 14 for Associate Degree Programs on the Wonderlic Scholastic Level Exam (Wonderlic SLE).

**2** **PROVIDE GOVERNMENT-ISSUED PHOTO IDENTIFICATION**

**3** **PROVIDE PROOF OF GRADUATION**  
SAE Institute requires a standard high school diploma or GED or state equivalency exam in order to enroll in a program. Students applying to SAE Institute must provide documentation as Proof of Graduation (POG) prior to acceptance.

**4** **BE A U.S. CITIZEN OR ELIGIBLE NON-CITIZEN; OR PROVIDE PROOF OF APPROPRIATE STUDENT VISA**

**5** **BE AT LEAST 17 YEARS OLD**

**6** **DEMONSTRATE ENGLISH LANGUAGE PROFICIENCY**

To learn more, please contact our dedicated team.

## FOR MORE INFORMATION:



**@SAEINSTITUTEUSA**

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SAE Institute Atlanta is accredited by the Accrediting Commission for Career Schools and Colleges (ACCSC) as a branch campus of SAE Institute of Technology Nashville. Review our consumer disclosures at [usa.sae.edu/about-us/consumer-disclosures/](http://usa.sae.edu/about-us/consumer-disclosures/). For more information about our graduation rates, the median debt of students who completed the program, and other consumer information, please visit [usa.sae.edu/accreditation-regulatory/](http://usa.sae.edu/accreditation-regulatory/). Financial aid is available to those who qualify.