

Media and Arts Management

The arts and entertainment industries are powerful economic and cultural forces that require skilled managers who understand both creative vision and business strategy. Media and arts managers work across diverse organizations, from Broadway theaters and music venues to streaming platforms, museums, and global entertainment companies, ensuring that creative content reaches audiences while maintaining financial sustainability. These professionals serve as the critical bridge between artistic expression and business operations, requiring a unique blend of marketing acumen, financial literacy, audience development expertise, and deep appreciation for the creative process. Typical responsibilities include developing and executing marketing campaigns for performances or exhibitions, managing budgets and fundraising initiatives, analyzing audience data to inform programming decisions, negotiating partnerships and sponsorships, overseeing ticketing and revenue management, and building community engagement strategies.

With two required courses offered in New York City's unparalleled arts and entertainment ecosystem, this concentration provides direct access to iconic venues and established media corporations. Students develop foundational business competencies in marketing, fundraising, and organizational strategy while gaining specialized knowledge in arts administration, entertainment industry practices, and cultural sector management. The curriculum balances creative industry-specific coursework with core business analytics and marketing skills, preparing graduates for diverse career paths in performing arts organizations, music industry companies, entertainment media corporations, cultural institutions, live event management, and arts advocacy organizations. Through experiential learning opportunities embedded in New York City's vibrant cultural landscape, students have the opportunity to build the professional networks and practical expertise needed to sustain and grow arts organizations in an evolving media environment.

Note: This concentration is currently only available to former Marymount Manhattan College students who are eligible for continued enrollment at Northeastern University. This concentration includes required courses that will be taught on ground at the Northeastern New York City campus.

Concentration Requirements

Concentration in Media and Arts Management

Note: Students may double count up to one course in another business concentration.

Code	Title	Hours
Required Courses		
MKTG 3801	Entertainment and Experience Marketing	4
MUSI 2330	Performing Arts Administration	4
Business Electives		
Complete one of the following:		4
MKTG 3401	Marketing Research	
MKTG 3402	Gaining Insights from Consumer Data	
MKTG 3720	Brand Management	
MKTG 4420	Sales Management	
MKTG 4504	Advertising and Brand Promotion	
MKTG 4506	Consumer Behavior	
MKTG 4508	Digital Marketing	
MKTG 4512	International Marketing	
Arts, Media and Design Electives		
Complete one of the following:		4
COMM 1113	Business and Professional Speaking	
MSCR 2170	Producing for the Entertainment Industry	
MSCR 2175	The Business of Entertainment	
MUSI 1230	Introduction to Music Industry	
MUSI 2234	Festivals	
MUSI 2235	Copyright in the Creative Industries	
MUSI 3338	Music Industry Marketing and Promotion	
MUSI 3340	Concert Promotion and Venue Management	
PREL 1425	Public Relations Principles	
THTR 1101	Introduction to Theatre	