ARTS, MEDIA & ENTERTAINMENT
(GENERAL STUDIES BGS)

Focus on the ability to analyze the effects of the social, network, technical, and entertainment arts and media, and to develop the academic preparation necessary to pursue careers in arts, media, entertainment, and associated fields.

Arts, Media, & Entertainment is designed to develop skills in criticism and evaluation of art forms, an understanding of the processes by which art and creativity are communicated, and an academic knowledge of promotion and marketing in the performing arts. The knowledge of art, music, media, cultural traditions, and popular culture gained with a Bachelor of General Studies with a concentration in Arts, Media, and Entertainment provides a solid foundation for a variety of careers. A graduate in the Arts, Media, and Entertainment concentration could work in print media, film and television, theatre, public relations, outreach, or marketing. This concentration is also good preparation for graduate studies in media arts, art history, and cultural studies. General Studies, like many majors, teaches content and skills that can be applied to a wide variety of career fields.

COST & ELIGIBILITY

PER UNIT COST:

$490