

FOR IMMEDIATE RELEASE

UCF Creates Entertainment Management Degree with \$5 Million Donation

Orlando, FL (March 29, 2016) – The Rosen College of Hospitality Management at the University of Central Florida has received a \$5 million private donation to establish a Bachelor of Science degree in Entertainment Management starting Fall 2016. The donor wishes to remain anonymous. This four-year undergraduate program will focus on the managerial aspects of entertainment and is the first of its kind to be offered by a SACS-accredited public institution in the United States.

The B.S. in Entertainment Management, offered in partnership with the College of Arts and Humanities, will provide a career path for students seeking employment as business practitioners versus performers in the nearly \$1.5 trillion international entertainment industry. According to a 2015 report from AnythingResearch, the entertainment industry is anticipated to grow by an annual average of 4.4 percent through 2019, so graduates will enter a job market with immediate demand for entertainment management education. Graduates may pursue careers in a variety of entertainment industry sectors, including live performances and events, historical/cultural/educational exhibits, digital media, film enterprises, tourism attractions, experiential hospitality-related products, special events, sporting events and recreational or leisure activities.

Entertainment Management students will be immersed in the business side of entertainment in the key areas of design, engineering, operations, finance and marketing to equip them to identify, create and manage successful entertainment products. The program will also develop important management skills, including leadership, communication, critical thinking, problem solving and teamwork, to prepare graduates for management roles in private and non-profit organizations. Rosen College's location and industry relationships will ensure students benefit from exposure to national and global entertainment leaders in the classroom and superior internship and job placement opportunities.

Students pursuing the B.S. in Entertainment Management will take classes at Rosen College and the College of Arts and Humanities to complete the 120-credit-hour program, which complements a variety of other disciplines. Undergraduates pursuing degrees in music, theater, hospitality, event management and business can double major in entertainment management and graduate with a competitive edge.

UCF will begin accepting applications for the B.S. in Entertainment Management in early April 2016. For more information, visit hospitality.ucf.edu/entertainment or contact Rosen College at 407-903-8000 or entertainment@ucf.edu.

About the UCF Rosen College of Hospitality Management

The Rosen College of Hospitality Management at the University of Central Florida, located in Orlando, provides students with an unrivaled opportunity to learn and work in the heart of hospitality. Ranked in the top five hospitality management programs worldwide and the largest in the United States, UCF has been an educational leader in hospitality management for over 30 years. Uniquely positioned in America's top tourism destination, we educate the next generation of industry leaders through internationally-renowned faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.

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