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Industry Guide

Media/Entertainment/Sports

**Overview:** Relating to the distribution of information for newspapers, radio, motion pictures, television programs, and music recordings. Sports encompasses the entire operations of a professional athletics team.

**Hiring Outlook and Trends:**

* Many of the employees at media companies, including marketing staff, writers, directors, actors, and production personnel, have advanced expertise or creative skills, and are accordingly well-paid. Average wages for the industry are significantly higher than the US average. Some employees have relationships with unions or talent agencies. The media industry's injury rate is significantly lower than the US average.
* More Original Content — Broadcast and cable networks, pay TV providers, online publishers, and internet streaming companies are racing to attract bigger audiences by creating high quality, original content, which can be exploited through multiple distribution outlets. HBO, for example, sells original programming such as Game of Thrones and Boardwalk Empire via DVDs, Blu-ray, and electronic sell-through (EST), in addition to licensing its content to international television networks. Netflix, meanwhile, announced plans to invest at least $6 billion in original content in 2017.
* Analytics-Driven Insight — Advertisers are increasingly harnessing big data to understand, target, and engage media audiences at an ever-more-personal level. The interactive nature of internet consumption can give marketers a precise picture of exactly who they are reaching. Companies will need to strike the right balance between consumers' desire for relevance and their right to personal-data privacy.
* Digital Revenues — After years of disrupting traditional media revenue streams, the internet is starting to help media companies grow. US digital ad revenues rose to an all-time high of $59.6 billion in 2015, according to the Interactive Advertising Bureau (IAB) and PwC. This marks the sixth consecutive year of double-digit, year-over-year growth for the industry. Media companies must learn how to successfully monetize content through downloads, rentals, and streaming services, as well as digital advertising.

**What Employers are seeking:**

* ***Core Competencies*** Media, entertainment and technology systems must be scalable, flexible and secure all at the same time. Focusing time, resources and technical talent on innovating in broadcasting, social media and digital mobile content delivery is paramount.
* ***Skills and Experience*** MBA, BA/MS marketing, management. Leadership skills create the backbone for success in this industry. Soft skills including people skills, communication, teamwork, decision-making skills, organization skills, strong value system. Sport managers who have a strong ethical commitment to their field can expect success in their careers. If you’re considering this field there are elective courses you can take that will help you improve upon your natural talents. For example, speech and communications courses can help you become a better public speaker. Writing-centric literature courses can help you learn to unpack dense material and understand what it means. Classes in logic and critical thinking can aid with decision making abilities, while ethics courses will build a strong moral fiber on which to base those decisions. Many of the elective and general education courses can best shape these must-have skills for sport management careers. (UMD offers a Sport Management Fellows program).
* ***Certifications / Technical Skills:***
	+ Programs vary by University
	+ UMD offers:
	+ Smith Sports and Entertainment Business Program (SEBP)
	+ Sports Management Fellows Program

**Sample Employers**

* + The Washington Post
	+ The Washington Nationals
	+ Monumental Sports
	+ BET
	+ NBC Universal

 ***Sample Job Titles***

* [Sports Marketing | Inside Sales](https://www.indeed.com/pagead/clk?mo=r&ad=-6NYlbfkN0BddUcnAhmFIndWgu-cCuH4cbWTS7Xm4uUU6Lrsy8vdpx4jjf2gCxHtTMnXB5PB1mYBQ9tm7U9Y-029umjpbw8uodLvPibktqQM9L2C9wGoHUzrDTO88GnZO59_cBewzHpOiAZzeJ-h0zpFWg45D7XfZJ7GlcieiTRNUNWLHyqxyjt2TThab_XpUkqvAyIGkhBnDNJCMcbDttx0JeiCnHI57AkB5jX2NBUzO5Wor5RwRD8bi_P5-37qi-wg9EvD1l1RFGN8w1-_Lfeo53hZZ2angEfz0aM_TgXT7HwZ7YLgWfZZp2ppBo4MlpfcAxnV-waFxmj0WtDKX_3nGifv02_3daH5x1vYem2-SPnfYWpN8OnyYZ-2ZOwlCaTK4LSpVlAX09MN4GIJKOLPyQGgWFYAP1qUohNyxFHj3DSzS_WRjCAcfGAg00Ld&p=4&sk=&fvj=1&tk=1bgn6415p549eafd&jsa=4681&oc=1&sal=1)
* [Content Creator (Sports/Entertainment)](https://www.indeed.com/pagead/clk?mo=r&ad=-6NYlbfkN0CAjL5CW6x_fMf17Mi1xiOe2uD87vsSSUTD47kcruB6pNJ_4sbxRm7qaDkKEbXUZp2lBvIpaIK6WQWUfNhvAhLMANe5ewrpL1O88phSXF0QcxEMK8DZMRXcRQv22N1JLAT4lZGviHJAj7G30iPP3entI6sixN1996bsEYOB0uLdraGrh82eueQbrZ1psxwpoW6WDlsh2sVEDXJuBlNZ5zCp28suTdhLfU9IEKPBdn79fPbFJGtjOce-QipPNj6uscMtFBGA_txJunN0s6iF0RyoL_aGm38L1o6cTFmPt-6-6sDNDrnaWFQc3GNH8AT3Fz61SuN86I-LrXDEDaBvHeM4Pf2n6C9YosWtOY6AZM8aJWIIRVCwGcxUhNIFEwjt-OmXqjqEeJVB7hRXjrDJ9cGppqWb13C7aAhuGRodmZMw1tCKKxWt9DyQ&p=5&sk=&fvj=1&tk=1bgn6415p549eafd&jsa=4681&oc=1&sal=0)
* [Content Strategy Manager - Multiplatform Video Programming](https://www.indeed.com/rc/clk?jk=e370821568ae564f&fccid=f7029f63fe5c906e)
* [Email Program Manager](https://www.indeed.com/rc/clk?jk=fc68566a22242f1d&fccid=1230acb7e56c6df5)
* [Manager, Sales Finance](https://www.indeed.com/rc/clk?jk=f9b284d5f530153f&fccid=f368300325e8e8bc)
* [Senior Manager, Brand Partnerships](https://www.indeed.com/rc/clk?jk=a17ab1df87f37536&fccid=dc156e4b91443100)
* [Senior Manager, Corporate Strategy & Development](https://www.indeed.com/rc/clk?jk=f05e9a272a75819b&fccid=6824fc1f087bd63e)
* [Account Coordinator, Sports](https://www.indeed.com/pagead/clk?mo=r&ad=-6NYlbfkN0Cn6SbeTwbPO2z4qAHWOIlR7_MHQFZw0R19EBSaXS6YTGXzJTW5nFc__bNgk-C_oU25BjGJmk3e2Op8PXkZf1TIKEOAZfwZmCwhzkjKiHwha2PQtDJ5ve3jcb730UI5s9rjLEEx5I4Rhs6_1nkilne91Clo3VElmJ6fHSHkpjiMQisQ8HHJjtC3sD4z3NOequWSszrJrwRDB-gwUuno3udeBsud6f2ZfnnsEqSDFn7YPgZN-VTSaatYp7kF2vaIFqRRHbhaSFLdA1JhiQSMHQpV7EA4lJBMyEEKYLxS-bKsf3y0TixyBftcuAWLgDOt_ItOYNuc97s6emM9JtSroZoKqzuPd3y_nCO2iquqMttAmREZkg9u8FX2eVhXVt0iBXmyEhrAzNbtElqAVxZZiTXUL3Q9BXRpQzunv8fHs7ZxMswUv7X_Vm0tLS9fLRVIeFYrlhRdajzC7-XhO6J9V7x2wxHDBVeYyRsbV-Cekou6xgGJBiFHzgVaGjX9eOfFxSCH8-eq1XIvWmUlKdFe7V7dCPchTgIxoz_UUBppoPU8nAxNzloStxRFIgnDaLNH2YiFKfJr6HQ9XHSqfu1F9E_1nMb4Y0BHtGRmVEH9jnZtew==&p=1&sk=&fvj=0&tk=1bgn6dj43549ffe7&jsa=7971&oc=1&sal=0)
* [Programming Coordinator, College Sports](https://www.indeed.com/rc/clk?jk=39e28a280e9629f6&fccid=6eef86842cab8b5a)
* [Associate Producer, Olympic Channel](https://www.indeed.com/rc/clk?jk=7495051dee12f6d9&fccid=35d653c09c2712b6)
* [Associate Editor, esports](https://www.indeed.com/rc/clk?jk=c43a518e0684cab1&fccid=6eef86842cab8b5a)
* [Broadcast Associate](https://www.indeed.com/rc/clk?jk=6c1b22d7c55c490d&fccid=a8fc5b927ba5d51d)
* [Digital Media Sports Writer - Outside Pitch Sports Network](https://www.indeed.com/pagead/clk?mo=r&ad=-6NYlbfkN0A86DVhkfqmousw_X6SRTgGrEv0tQQvgQn4Iqt0O7XumOpZ1nrnol77AQiTpOy1kOry-2BNLs56v9hXXmRysQMhNEPSXoMtj07poooxuq9JGOrHbZiia683WRND_QsE3JqNdfzfzQ2BgyAZAAuUvbu3zvlVcAnDq5koUvo4-AxvWIiTPbymjtQFGvay2DDeR7SWFVwluDgkgHDjPCXYn--D5Jy25SqHKTSZN4Vrwc8WSEuBIA3umcjF6LjmoVDOZkXm4s-X1fEi3w-C-g5gq1BmsLa9ebQFF5aDjmi4rxKsGjNTvrUSrkHjnz20vjDlDbyYs8zaBrZaKg1M_6cMjcllel6eHdxiC4Le47wJTjMinYmRagb5BfomZib4dFDl5ID6oq8EC2QWQbcDiQS-h_RVI75LPXPwialvNgOlm5yVrT1L6Wo0MahXk3gesTLntD-PoXBsjbdIjeGsbUH78ERrEslyyHjDPE8=&p=4&sk=&fvj=1&tk=1bgn6dj43549ffe7&jsa=7971&oc=1&sal=0)
* [Associate Producer - PGA TOUR Entertainment](https://www.indeed.com/rc/clk?jk=64eb3a4277221707&fccid=e278073824e93a79)
* [Assistant Director, News](https://www.indeed.com/pagead/clk?mo=r&ad=-6NYlbfkN0DZg_G0-nCseO_l7irAiMz7XYSAXIA7JiYQJMZqefMDPXWPk89NVcM2ec5uQW0R0WdXqU8IYHo3cSYBsEGNwFwZuciphuizY7QKYWTf2t-6_GrupbdfZL0AO3rHBXEXgMZmZXH1JGlUjOjqN4R3o1fFHwZcTpGdf2kyPTogRFoZxPAKZU6T5xSp9wp9SLhJIacqdoVdX9I2qGwsLZLWySqYoUFWu7suUXC-lvzugGs7PLPSgDfYP-MOxHO3Q7wjbvnVilacoQkplVmTmuawL-NOkF_7bIRTS0uOOaZly6BvF80bQ45DpBgWW8DVVZ9JHNprHjEVqfq2GPkFlLo5H7aO2aJ0Kq4wD2ok6zuFVh6tk9sXf3ChT5mQPzuE2HyhKye044Fhw5awlogYDRBbUqqvsTdNzKYIZNDe0YoCz39bv0xhzDAu93Fyrctd2Zjyn2fPjrkUkAYVcVSjTUTQD9y2HkFMSotNP9QoJRr7gacAe6zOx61nwjuJzEb6X4gd2LALfe7thbDWqtUagNechqmjs9VegYTEXur8D0J3wSeltU3n-0dwhHwK0ObbsgLqBJtXZqH9XJDkfL7xK4mRRwqT&p=3&sk=&fvj=0&tk=1bgn6sc36549fffm&jsa=2294&oc=1&sal=0)

***Geographic Distribution / Global opportunities (Top 10 Firms)***

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| --- | --- | --- |
| Company | Location | Recruit MBAs? |
| Alphabet | Mountain View, CA | Y |
| Walt Disney  | Burbank, CA | Y |
| Comcast | Philadelphia, PA | Y |
| 21st Century Fox | New York, NY | N |
| Facebook | Menlo Park, CA | Y |
| Bertelsmann | [Gütersloh, Germany](https://www.google.com/search?biw=1440&bih=738&q=G%C3%BCtersloh+Germany&stick=H4sIAAAAAAAAAOPgE-LUz9U3MDTMrihRAjNNCtMrCrS0spOt9POL0hPzMqsSSzLz81A4VhmpiSmFpYlFJalFxQDmKMGmRAAAAA&sa=X&sqi=2&ved=0ahUKEwi38rPgmPjTAhUJKlAKHblwCq0QmxMIkgEoATAQ) | Y |
| Viacom | New York, NY | Y |
| CBS Corporation | New York, NY | N |
| Baidu | Beijing, China | Y |
| News Corp | New York, NY | N |

**Resources**

* Careers4Terps One-Page Industry Guide: Broadcasting - <https://drupal-base-s3-drupalshareds3-1qwpjwcnqwwsr.s3.amazonaws.com/careers/s3fs-public/FINAL_IND_Broadcasting_0.pdf?eKtCEes7.W9XI1wokXSqI.AxBi3Vq.aJ>
* Careers4Terps One-Page Industry Guide: Events Management - <https://drupal-base-s3-drupalshareds3-1qwpjwcnqwwsr.s3.amazonaws.com/careers/s3fs-public/FINAL_IND_Events-Management.pdf?FOIyEh1Y8mkPW_pmXdbJqbrVxGLlsFI7>
* Careers4Terps One-Page Industry Guide: Entertainment - <https://drupal-base-s3-drupalshareds3-1qwpjwcnqwwsr.s3.amazonaws.com/careers/s3fs-public/FINAL_IND_Entertainment.pdf?qyWqNPKKH9Yo5h5kUtFW8pZKf_IY34zU>
* Smith UG Club - MasTERPiece - <https://MasterpieceAtUMD.com>
* Smith UG Club - Maryland Music Business Society (MMBS) - <https://facebook.com/terpmusic>
* Smith UG Club - Sports Business Society (SBS) - <http://www.terpsbs.wix.com/terpsbs>
* Smith MBA Club - Media, Sports and Entertainment Association - <http://clubs.rhsmith.umd.edu/msea/#_ga=2.99199518.1823861902.1495458884-1732657947.1473361742>
* The Association of Media & Entertainment Council - <http://theamec.org/>
* Sports & Fitness Industry Association - <https://www.sfia.org/>
* CIO Review <http://media-entertainment.cioreview.com/cxoinsight/understanding-the-core-competencies-of-media-and-entertainment--nid-13542-cid-6.html>
* UMD <https://www.rhsmith.umd.edu/programs/undergraduate-programs/academics/fellows-special-programs/sport-management-fellows>
* UMD https://www.rhsmith.umd.edu/programs/undergraduate-programs/admissions/high-school-programs/msba

**Hiring Timelines**

* + The industry hires all year without a formal recruiting process.  Programs identified for college programs typically follow the traditional fall/spring recruitment cycles. However, the heavier recruiting for these programs are in the spring.  Just in time hiring is more relevant to this industry.
		- College programs:  Full time and internship recruiting takes place in September and October.  Certain experiential and leadership programs recruit in the springtime during the months of February and March.

**Compensation:**

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| --- | --- |
| MBA: | **$92,828.00**Source: US News, reported March 23, 2017 |
| Entry-level: | **$40k-$70k**Source: |