



Preparing for a Job in the Entertainment Industry

SITUATION

Your friend wants to have a career in the theme park industry, and primarily in the marketing of theme parks. They know you have taken a course in Sports and Entertainment Marketing and came to you for advice on how to get into the field.

INSTRUCTIONS

You are to help your friend prepare a plan for helping them to break into the entertainment industry, keeping his/her goal of working in marketing for a theme park in mind. As you develop your plan, consider the prerequisites for finding employment in the sports and entertainment industry. Also, as part of your advice, be sure to create a realistic expectation of the industry; hours, wages, competition among job seekers etc.

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. What are the duties and responsibilities for this type of job?
2. What formal education might be required or useful?
3. Where can your friend get additional information?
4. What can they expect from the employment process? From a career in the industry?

EVALUATION STANDARDS

1. Demonstrate an understanding of a career in entertainment.
2. Provide background information about the competition among job seekers within the industry.
3. Explain the concept and process of developing a personal brand.