

Media/Entertainment

Overview of the Industry

The Media and Entertainment Industry comprises of film, print, radio, video games, online content, and television. Companies in the field develop products and offer services to either education, raise awareness, or for recreation. According to Vault, a few of the top ten media and entertainment companies are The Walt Disney Company, Time Warner Inc., McGraw-Hill Companies, Paramount Pictures, and more.

Companies are located throughout the United States, however some sectors are located in certain geographic areas (For example, most film productions are in NY or LA).

Professionals can work as reporters, writers, film and video editors, photographers, as well as in behind the scene positions such as public relations, marketing managers, and more.

In addition to an undergraduate degree, skills employers seek are ability to solve problems, work independently and collaboratively, and meet deadlines. Specializations within Kogod students can study are marketing, finance, accounting, information systems and technology, international business, entrepreneurship, and finance

Recruiting Cycle



Recruitment cycle for full-time and internship opportunities is ongoing.

KCCD Events



Business of Entertainment Panel – April

On-Campus Recruiting

Careerpalooza/Career-Con – (fall/spring)

Job & Internship Fair – (fall/spring)

The Kogod Network – April

Sports Industry Networking and Career Conference (SINC) *at GW*

Sports Events Marketing Experience (SEME) Conference

Media/Entertainment

Sample Full-Time Jobs and Internship Employers

of Kogod Graduates

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Conference Room Booking
Assistant and Receptionist

Events Fellow

Recording Industry
Association of America

Sirius XM

The Howard Theatre

Warner Music Group

Third Encore

Songwriter's Guild of
America Foundation

Quick Tip

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To break into the industry, we encourage a multi-focused job search strategy that includes conducting informational interviews, attending networking events, using industry-specific job search websites, exploring media and entertainment companies, interning, and volunteering.

Student and Professional Organizations to join

Student Organizations	Professional Organizations
Undergraduate Business Association	National Association of Broadcasters
Kogod Marketing Association	Association of American Publishers
Toastmasters	Association of Magazine Media
	National Association of TV Programming Executives