

SUMMER SPRINGBOARD
Look Inward. Go Upward.

Entertainment Business + Media Management Infosheet

New student admissions for Summer 2027 are open

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Learn how agencies, studios, and PR firms build global media brands.
- Discover how blockbusters, shows, and digital media launch viral campaigns.
- See how agents and managers sign, develop, and guide top talent.
- Master celebrity publicity, press strategy, and real-time crisis management.
- Explore brand deals, digital strategy, and influencer talent management.
- Team up to design and pitch a full entertainment launch strategy.

2027 Dates

UCLA

- July 18 - July 30

Academic Program Overview

Positioned at the global epicenter of media and entertainment, this intensive academic program explores the interconnected forces of entertainment marketing, public relations, and talent management. Set against the backdrop of Los Angeles and UCLA, students examine how major talent agencies, public relations firms, and studio marketing divisions collaborate to launch high-profile projects, build long-term talent equity, and control media narratives. Through interactive lectures, real-world case studies, and hands-on group workshops, participants analyze the mechanics behind blockbuster promotional rollouts, red-carpet publicity strategies, and crisis communication frameworks.

Academics in Action

Participants explore how the creator economy and modern publicity operate by stepping into the roles of talent reps and brand strategists, analyzing real-world campaign rollouts, and participating in dynamic crisis communication simulations. Learning extends beyond the classroom through potential excursions to major entertainment hubs—such as studio tour lots, talent agencies, or experiential marketing activations—alongside interactive workshops led by visiting industry guest speakers. The course culminates in a team capstone project where students apply their knowledge of marketing, PR, and talent management to construct and pitch a comprehensive launch strategy for an original media project.

Instructor - To Be Announced

Courses are taught by accomplished and passionate faculty recruited from many area colleges, universities and professional forums. Each faculty member is selected for their subject area expertise and proven ability to both challenge and captivate students.

Tuition Information:

Apply by November 30 to lock in the lowest prices of the year. Tuition increases on December 1.

Residential Students:

- **Includes:** all meals, lodging, excursions, academic course and weekend excursions
- **Excludes**: optional airport pickup and drop off service (available for an additional fee)
- **Price**: $6,298

Commuter Students:

- **Includes:** lunch, academic course, excursions and programming from 9am to 5pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner and weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Price**: $3,298

Supplements:

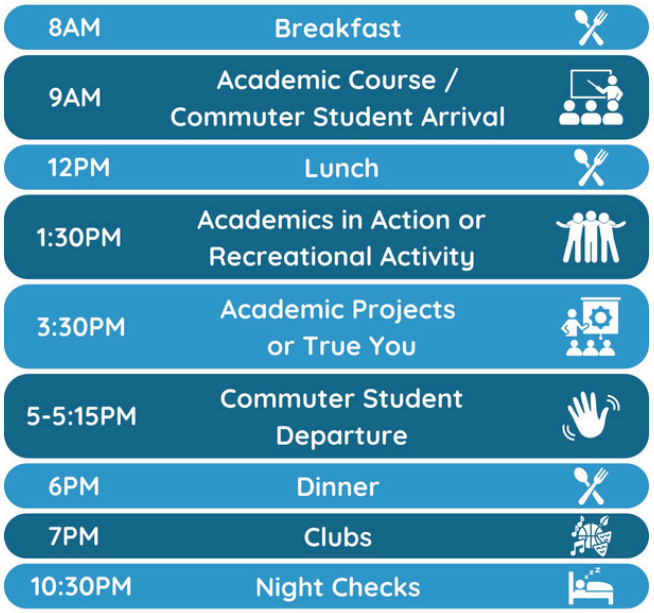
- **Application Fee**: Starting at $99 (mandatory, non-refundable)
- **Tuition Protection Plan**: Allows for cancellation for any reason up until the day of the program. Click here for more info.

Summer Springboard programs are not run by our campus partners (with the exception of Cal Poly, University of Washington Foster School of Business, and NYSID which are run in partnership with SSB). Universities and their affiliated departments and partners do not control and are not responsible or liable in any manner for any part of the Summer Springboard program.

Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm Monday - Friday. During week two, students have class from 9am-12pm Monday through Thursday. Afternoons in both weeks are dedicated to students' preferred College Readiness Workshops (CRW), True You, and Academics in Action, with Academics in Action including academic excursions, guest speakers, and course-related activities, such as an instructor-led project or student-led, independent study.

Typical Schedule



Schedule above is a sampler; real schedules may vary based on program and academic track.

*More info on CRWs

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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