There has never been a better moment to launch a career in the new media landscape. Creative media are a massive American industry and export, one likely to grow in the coming decades. Atlanta is one of the cities at the vanguard of this digital tidal wave; entertainment production alone constitutes a $10 billion industry in Georgia. A recent Metro Chamber report argues Atlanta has become a Digital Superhub. Media companies – both established corporations and new businesses incentivized by Georgia's production credit system – seek to take advantages of these opportunities and to tackle the challenges of a fast-changing landscape. They seek innovation, creativity, and entrepreneurship – knowledge and skills that GSU helps students master through its Media Entrepreneurship degree concentration.

The entrepreneurship program is run in the Creative Media Industries Institute, equipped to train students for careers in media production, creative industry research, graphic design, music management, sound design, VR/AR, and digital publishing. CMII is organized to provide industry connectivity and entrepreneurial training to students interested in creative media arts careers. Thanks to a $22.8 million gift from the Woodruff Foundation, a 23,000 sq.ft. building, the “Cube,” is being wholly renovated to house CMII and create world class media/arts and research spaces. The entrepreneurship concentration offers a fully interdisciplinary approach to game development, and utilizes faculty from the arts and business programs.
The Media Entrepreneurship major will help students with a passion for conceptualizing business start-up by teaching them the fundamentals of launching a media company, including writing effective business plans, audience analysis, marketing and promotion, and positioning and commercializing company products within the contexts of media industries, policy, and legal constraints. Students will learn media production strategies attuned to the rapidly changing digital landscape, anticipating and taking advantage of new technologies and mediums as they arise.

A strong startup and entrepreneurship culture on the GSU campus with multiple incubators, collab spaces and MAKER studios receives support especially from GSU’s world class Robinson College of Business and across the media arts.

At the end of January, a GSU entrepreneurial team was chosen as one of the final “Entrepreneurial Eight” by Student Startup Madness, a national competition for university student digital startups. This placement earned Spray N’ Pray a trip to this year’s South By Southwest Interactive, where they pitched to a judging panel made up of industry experts and investors from Google, Samsung, and other major tech companies.

Program Curriculum

Students work with an advisor to structure a customized degree that develops their specific interest in game design and development. In addition to the technical and artistic aspects of game design, classes exploring the media industries provide students with the opportunity to learn how to lure investors, promote their work, and bring their hard-fought creations to market.

Sample courses include:

- The Startup Venture
- Marketing for Entrepreneurship
- The Music Industry
- Public Relations Techniques
- Business Analysis
- Media Entrepreneurship I and II
- Product Management
- Artist Representation
- Sound Design for Media Production

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