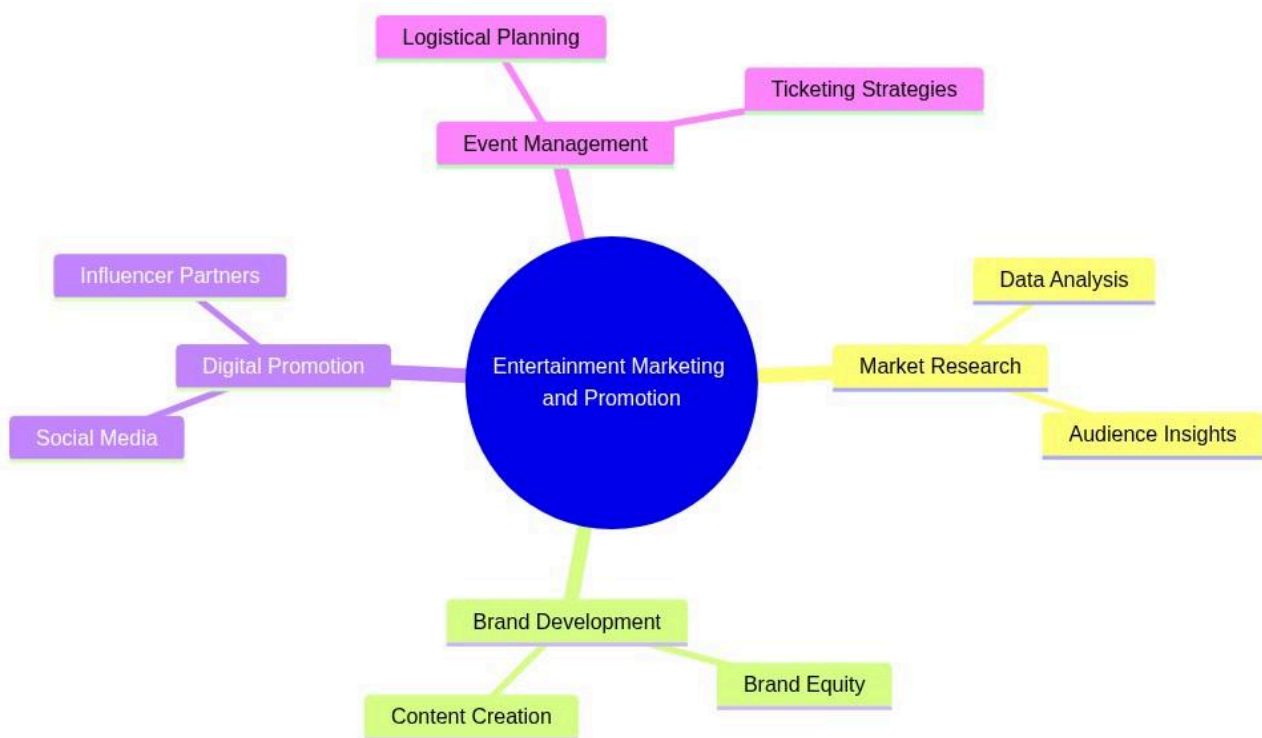


Undergraduate Certificate in Live Entertainment Industry Management

Entertainment Marketing and Promotion



mindmap

```

root((Entertainment Marketing and Promotion))
  Market Research
    Data Analysis
    Audience Insights
  Brand Development
    Brand Equity
    Content Creation
  Digital Promotion
    Social Media
    Influencer Partners
  Event Management
    Logistical Planning
    Ticketing Strategies
  
```