BUSINESS OF CINEMATIC ARTS (BCA)

A COLLABORATION BETWEEN

USC MARSHALL SCHOOL OF BUSINESS

AND

USC SCHOOL OF CINEMATIC ARTS
Break into the Business... of the entertainment industry

The Business of Cinematic Arts program is a unique collaboration between two distinguished USC schools — the Marshall School of Business and the School of Cinematic Arts. Specifically designed to develop the next generation of leaders in the entertainment industry, BCA students receive world class training across disciplines. They receive core business classes that focus on business fundamentals, while also taking courses in cinematic arts that expose them to the complex and layered creative process of entertainment.

“The is a truly unique program, and very selective in whom it admits.”
— Bonnie Chi, senior director of industry relations at USC School of Cinematic Arts

Who can apply?
Entering first year students admitted to the USC Marshall School of Business and a limited number of spring admits.

The coursework

In addition to required USC Marshall coursework, BCA students take nine courses in the SCA:

**Freshman Year**

<table>
<thead>
<tr>
<th>FALL</th>
<th>CTCS 190</th>
<th>Introduction to Cinema</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>CTCS 191</td>
<td>Introduction to TV and Video</td>
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**Second Year**

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<thead>
<tr>
<th>FALL</th>
<th>CTPR 410</th>
<th>The Movie Business: From Story Concept to Exhibition</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>CNTV 495</td>
<td>Internship in Cinematic Arts</td>
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**Third Year**

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<thead>
<tr>
<th>FALL</th>
<th>CNTV 463</th>
<th>Television: Integrating Creative and Business Objectives</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>CNTV 467</td>
<td>The Future of Digital Media &amp; the Entertainment Industry</td>
</tr>
<tr>
<td>SPRING</td>
<td>CTIN 458</td>
<td>Business and Management of Games</td>
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**Fourth Year**

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<tr>
<th>FALL</th>
<th>CNTV 458</th>
<th>Producing and Marketing Feature-Length films</th>
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<tbody>
<tr>
<td>SPRING</td>
<td>CTPR 385</td>
<td>Colloquium: Motion Picture Production Techniques</td>
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All BCA courses are taught by working industry professionals.
Hands-On Experience

Students are required to complete an industry internship in the spring of their sophomore year. In the past students have interned with companies such as:

**Paramount Pictures**
**FOX**
**The Gersh Agency**
**Brillstein Entertainment Partners**
**William Morris Endeavor Entertainment**
**Creative Artists Agency (CAA)**
**Universal Music Group**

among many others...

Industry Connections

BCA students have full access to the resources of the School of Cinematic Arts, and in particular enjoy a robust alumni network of industry professionals out of the BCA program. Run through LinkedIn, the BCA Alumni Network offers immediate access to working professionals looking for executive talent and eager to hire Trojans.

**SCA Job Board** BCA students have access to the SCA Job Board, listing exclusive entertainment internships and paid jobs.

Building Community

The BCA, Inc. student organization facilitates connections among all BCA students and provides leadership opportunities. Membership with this organization includes a mentorship program, alumni luncheons, industry/studio tours, socials, and workshops. Admitted freshmen will be contacted directly by BCA, Inc.’s executive board.

“The BCA program was the perfect way to get introduced to and explore the entertainment industry. From a combination of hands-on experiences to a diverse array of expert-taught classes only available to a university so tied-in to Hollywood, I left USC with a strong network, pertinent internships and the confidence to enter this exciting industry.”

– Doug Weitzbuch, Class of 2004
Television Producer (Non-scripted)
BUSINESS OF CINEMATIC ARTS PROGRAM

USC MARSHALL SCHOOL OF BUSINESS
USC SCHOOL OF CINEMATIC ARTS

FOR MORE INFORMATION:

USC Marshall
Office of Undergraduate Admissions
USC Marshall School of Business
213-740-8885

or

www.marshall.usc.edu/undergraduate/buad/
academic_programs_joint

USC SCA
Larry Auerbach
Associate Dean/Professor
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213-740-4432

or

Bonnie Chi
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