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/current-students/academic-advising/academic-programs/joint-programs/business-cinematic-arts-bca

or

Bonnie Chi
Assistant Dean, Industry Relations
USC School of Cinematic Arts
213-740-4432
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.

Who can apply?

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

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 coursework

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

**Freshman Year**

**FALL**  CTC 190  Introduction to Cinema

**SPRING**  CTC 191  Introduction to TV and Video

**Second Year**

**FALL**  CTPR 410  The Movie Business: From Story Concept to Exhibition

**SPRING**  CNTV 495  Internship in Cinematic Arts

**Third Year**

**FALL**  CNTV 463  Television: Integrating Creative and Business Objectives

**SPRING**  CNTV 467  The Future of Digital Media & the Entertainment Industry

**SPRING**  CTIN 458  Business and Management of Games

**Fourth Year**

**FALL**  CNTV 458  Producing and Marketing Feature-Length films

**SPRING**  CTPR 385  Colloquium: Motion Picture Production Techniques

All BCA courses are taught by working industry professionals.

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