

BUSINESS OF CINEMATIC ARTS

(BCA)

A COLLABORATION BETWEEN
USC MARSHALL SCHOOL OF BUSINESS
AND
USC SCHOOL OF CINEMATIC ARTS



USCMarshall

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.

“This 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

- FALL** CTCS 190 **Introduction to Cinema**
SPRING CTCS 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

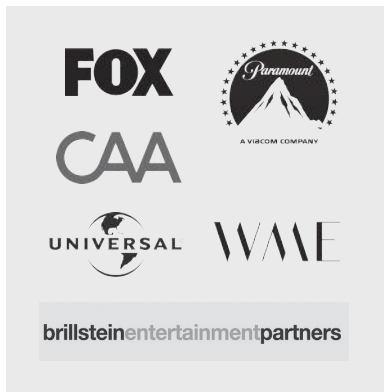
- FALL** CNTV 458 **Producing and Marketing Feature-Length films**
SPRING CTPR 385 **Colloquium: Motion Picture Production Techniques**

All BCA courses are taught by working industry professionals.

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.

BCA Full-Time Employment

Our graduates have gone on to full-time roles at:

Creative Artists Agency (CAA)
William Morris Endeavor (WME)
United Talent Agency (UTA)
20th Century Fox
Warner Bros.
Sony
Google
Paramount
and others...

“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
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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](http://www.marshall.usc.edu/undergraduate/buad/academic_programs_joint)

USC SCA

Larry Auerbach

Associate Dean/Professor

Industry Relations

213-740-4432

or

Bonnie Chi

Senior Director, Industry Relations

USC School of Cinematic Arts

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USC University of
Southern California