JOHN H. MITCHELL
BUSINESS OF CINEMATIC ARTS
(BCA)
A JOINT DEGREE PROGRAM BETWEEN
USC MARSHALL SCHOOL OF BUSINESS
AND
USC SCHOOL OF CINEMATIC ARTS

USC Marshall
USC Cinematic Arts
Break into the Business... of the Entertainment Industry

The John H. Mitchell Business of Cinematic Arts program is a unique joint degree 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 take core STEM-designated classes that focus on business essentials while also taking courses in cinematic arts that expose them to the complex and layered creative process of entertainment.

Who can Apply?
High school seniors can apply through the Common App, choosing “Business of Cinematic Arts (BS)” as their first-choice major. The joint-degree program is limited to 55 students per year.

SCA Coursework

In addition to required USC Marshall coursework, BCA students take 9 immersive courses on the School of Cinematic Arts (SCA) campus.

**Freshman Year**

**FALL**  CTCS 190  Introduction to Cinema  
**SPRING**  CTPR 385  Motion Picture Production Techniques

**Sophomore Year**

**FALL**  CTPR 410  The Movie Business: From Idea to Audience  
**SPRING**  CNTV 441  Business and Cinematic Arts Practicum

**Junior Year**

**FALL**  CNTV 463  Television: Where Creativity & Commerce Collide  
**SPRING**  CNTV 428  Fundamentals of Entertainment Law & Dealmaking  
  CTIN 458  Business & Management of Games

**Senior Year**

**FALL**  CNTV 458  Producing & Marketing Feature-Length Films  
**SPRING**  CNTV 481  Entertainment Industry Launchpad

“All BCA courses are taught by working industry professionals.”

“This is a truly unique program—The peers who surround you today will become your colleagues of tomorrow.”

- Bonnie Chi, Assistant Dean Industry Relations, at USC SCA
Hands-On Learning
Students are required to complete an industry internship in the spring of their sophomore year. In the past, students have interned with major studio players such as:

- Activision Blizzard
- NBCUniversal
- MGM Studios
- Warner Bros. Discovery
- Legendary
- Skydance
- Atlas Entertainment
- Mandalay Pictures

among many others...

Industry Connections
BCA students have full access to the resources of their home schools and enjoy a robust alumni network of industry professionals. Resources include:

- **SCA First Jobs Program** – Paid job placement resource for alumni 1-5 yrs. out
- **Marshall Career Services** – In-house career development office
- **Handshake & ConnectSC** (USC Job Boards) – Virtual bridge between students and employers
- **SCA Community** – Online learning resources
- **BCA Gateway** – Exclusive resource & information database for BCA students
- **SCA Industry Relations Office** – Cinematic Arts Career Advisement + Networking Events
- **BCA Lounge** – Interactive learning workshops for students with featured guest speakers

The Cohort Experience
BCA Students will be placed in a freshman cohort that bonds them throughout their four years. Networking begins on Day 1 from the very first class session. SCA Courses are exclusively designed for the cohort, which cement camaraderie that will follow the students beyond USC and into their careers.

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**BCA Full-Time Employment**

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

- Creative Artists Agency (CAA)
- United Talent Agency (UTA)
- William Morris Endeavor (WME)
- Walt Disney Company
- Google
- NBCUniversal
- Paramount Global
- Legendary
- Netflix
- Sony

“**The BCA program is the perfect way to break into the Entertainment Industry. From a combination of hands-on experiences to a diverse array of classes taught by leading executives, I left USC with a vast network, invaluable internships, and the confidence to enter this exciting industry. Joining two of the country’s premiere programs, the John H. Mitchell BCA curriculum is simply one of a kind when it comes to the level of access, exposure, and education offered.**”

– Doug Weitzbuch, Class of 2004, Television Producer + Founder of ShoBizzy
JOHN H. MITCHELL
BUSINESS OF CINEMATIC ARTS PROGRAM

USC MARSHALL SCHOOL OF BUSINESS
USC SCHOOL OF CINEMATIC ARTS

FOR MORE INFORMATION:
USC School of Cinematic Arts
SCA Industry Relations Office
(213) 740-4432
bca@cinema.usc.edu or visit

USC Marshall
Office of Undergraduate Admissions
(213) 740-8885

Bonnie Chi
Assistant Dean, Industry Relations & John H. Mitchell BCA Program

Marion Philadelphia
Academic Director, John H. Mitchell BCA Program

Patrick Fritz
John H. Mitchell BCA Program Administrator

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www.linkedin.com/school/usc-bca/
@uscbusinessofcinematicarts