

**JOHN H. MITCHELL**  
**BUSINESS OF  
CINEMATIC ARTS**  
**(BCA)**

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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.

*“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

## 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.

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### Freshman Year

**FALL** CTCS 190 **Introduction to Cinema**

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

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### Sophomore Year

**FALL** CTPR 410 **The Movie Business: From Idea to Audience**

**SPRING** CNTV 441 **Business and Cinematic Arts Practicum**

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### Junior Year

**FALL** CNTV 463 **Television: Where Creativity & Commerce Collide**

**SPRING** CNTV 428 **Fundamentals of Entertainment Law & Dealmaking**

CTIN 458 **Business & Management of Games**

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### 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.*

## 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.

### 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

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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](mailto:bca@cinema.usc.edu) or visit



*Scan me!*

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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Southern California