

CREATIVE INDUSTRIES

Creative Industries is the perfect major for your interest in a career where business meets the arts and sciences.

Creative industries are a major driver of global growth. Success in this rewarding arena requires mastery of vital advocacy and visibility tools to “break through the clutter” and reach intended audiences. Majors learn how historical and technological changes drive demand for new culture, and dissect how innovators build content, platforms or services.

Courses immerse students in the specialized terminology, communication, and practices of industries that produce, promote, and distribute creative work. They prepare students to work in companies that need expertise in design, marketing communication, information architecture, copywriting, or promotion. This program offers flexibility and customization — a hallmark of all successful creative industries.

HANDS-ON LEARNING

Web, sound, and user interface design courses are offered in the Media and Culture Labs and Studio. This state-of-the-art facility is equipped with professional-grade software supports graphic design, sound mixing, animation, and DVD authoring.

Internships, corporate partnership programs, service-learning and study abroad all provide hands-on opportunities outside of the classroom. They give you real-world

experience, ideas for connecting creative media to diverse people and perspectives, and new skills for living and working in a global, networked community.

CAREERS

Prospects in the creative industries are strong and diverse. Emerging technology is expanding creative content for smartphones, social media, digital entertainment, and enabling innovations in distribution and promotion. The major prepares students for careers in:

- Social Media Strategy
- Media Advertising
- Sports PR
- Digital Media Strategy
- Entertainment PR
- Digital Publishing
- Promo Production
- Social TV
- Interactive Multimedia
- Music Industry Promotion
- Entertainment News Media
- Game Management and Promotion
- Web Design
- Sound Design
- User Interface Design

REQUIRED AND ELECTIVE COURSES

MAJOR REQUIREMENTS

Web Design I: Information Design Principles and Practices

Fundamentals of Visual Communication

Creative Industries

Media Industry course

ELECTIVE COURSES¹

IDCC. Two electives from:

PR Theory & Practice

PR Writing

Journalism for the Web

Advanced Visual Communication

User Interface Design

Web Design II: Information Architecture and Site Management

Elements of Usability and User Experience

Digital Public Relations

Sports Public Relations

Selected Topics in IDCC (if appropriate)

Internship in IDCC

EMS. One industry-related elective and a second open elective

The Television Industry

Audio Production and Sound Design

Animation Production and Motion Design

Global Media Industries

Media Industry Convergence

The Music Industry

The Video Game Industry

Internship in Media and Culture

Creative Writing: Drama/Screenwriting

Creative Writing: Mixed Genres

Introduction to Media Theory

Introduction to Media Production

Selected Topics in Media Studio

Creative Writing: Nonfiction/Essay

Mass Communication

Design as Communication

Writing and Design for Multimedia

¹Other IDCC, EMS, or related electives by approval of the chairs

FOR MORE INFORMATION

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BENTLEY
UNIVERSITY

Most Bentley students pursuing a Bachelor of Science degree take the following courses:

GENERAL EDUCATION REQUIREMENTS

Information Technology
Expository Writing I
Expository Writing II
Mathematical Sciences I
Mathematical Sciences II
Government
Problems of Philosophy
Principles of Microeconomics
Principles of Macroeconomics
First-Year Seminar (one credit)

For each of the following requirements, you can choose an applicable course from a wide variety of offerings:

Literature/Cinema
Natural Sciences
Math or Natural Sciences elective
History
Behavioral Sciences
Humanities/Social Science elective

BUSINESS CORE REQUIREMENTS

Legal and Ethical Environment of Business
Tools and Concepts
in Accounting and Finance
Practice and Applications
in Accounting and Finance
Business Statistics
Marketing-Operations Fundamentals
Human Behavior and Organizations
Business Processes and Systems
Integrated Business Project
Global Strategy

BUSINESS-RELATED ELECTIVES

Choose one course

ARTS AND SCIENCES ELECTIVES

Choose five courses

UNRESTRICTED ELECTIVES

Choose two courses

TAKE IT TO THE NEXT LEVEL.

After you've selected a major, what else can you do to make your education work harder? Customize your degree with an optional second major, choose a minor or get a head start on graduate study.

LIBERAL STUDIES MAJOR You can choose to pair your business degree with the Liberal Studies major (LSM), an optional second major with seven different concentrations. The LSM is designed to help you learn how to connect your business studies with key topics in the arts and sciences, providing you with skills in critical thinking, problem solving, creative analysis and communication — all of which will help you stand out to future employers. The LSM does not require any extra courses beyond the normal curriculum requirements.

The LSM concentrations are:

- American Studies
- Diversity and Society
- Earth, Environment and Global Sustainability
- Ethics and Social Responsibility
- Global Perspectives
- Health and Industry
- Quantitative Perspectives

MINORS You can further specialize your studies through one of our minors.

- Accountancy
- Actuarial Sciences
- Business Economics
- Computer Information Systems
- Data Technologies
- Earth, Environment and Global Sustainability
- Entrepreneurial Studies
- Finance
- Gender Studies
- Global Management
- Health and Industry
- History
- Human Resources Management
- Information and Process Management
- International Affairs
- International Economics
- Law
- Leadership
- Management
- Marketing
- Mathematical Sciences
- Modern Languages
- Natural and Applied Sciences
- Nonprofit Organizations
- Philosophy
- Politics
- Psychology
- Public Policy
- Sociology
- Sports Business Management
- Supply Chain/Operations Management

FALCON FAST-TRACK PROGRAM The Falcon Fast-Track program is designed for motivated undergraduate students with high academic standing in ANY undergraduate major. Depending on the program of study, master's degree requirements may be completed with one year of additional full-time academic work. Students enrolled in the Falcon Fast-Track Program have the opportunity to pursue one of nine master's programs.

For more information, visit bentley.edu/fast-track.