

MEDIA AND CULTURE

Show business is just that — a business. In the Media and Culture major, you will not only gain technical expertise in specialties such as media production, video editing and sound design, but you will also learn solid business skills that will teach you what it really takes for today's leading media organizations to succeed. With this education, you can join other Media and Culture majors who have screened their original films at the Cannes Film Festival, interned at companies like MTV, and landed full-time jobs working on the latest Hollywood blockbusters.

The Media and Culture curriculum focuses on key areas such as video and audio production, graphic and motion design, and writing for and about media forms. You will learn how to become a creative, innovative and socially responsible media producer and business manager who can work successfully in a global environment.

As a Media and Culture major, you will be encouraged to complete either a media-related internship or capstone project, and you will have the flexibility to study abroad.

In the Media and Culture Labs and Studio, you will gain hands-on experience in all forms of media production, using professional-grade software for film editing, screenwriting, sound mixing, animation, graphic design, and DVD authoring.

HANDS-ON LEARNING

You can choose to further your classroom knowledge through our hands-on learning programs: corporate partnerships, internships, service-learning and study abroad.

By participating in these opportunities, you will gain valuable real-world experience, learn about diverse people and perspectives, and gain new skills for living and working in a global community.

CAREERS

Career options in the media industry are practically limitless. Today's media-intensive world needs people with dual skills in creativity and business. The Media and Culture major prepares you to enter that world. Possible roles you can pursue include:

- Producing
- Media Production
- Film Distribution
- Sound Design
- Advertising
- Film Editing
- Entertainment Finance
- Digital Archiving
- Game Design
- Entertainment Law
- Motion Graphics Design
- Advertising Production

REQUIRED AND ELECTIVE COURSES

MAJOR REQUIREMENTS

Introduction to Literature, Film, and Media
Introduction to Media Production
Four electives in English and Media Studies

You must choose one theory course from the following:

Introduction to Cultural Studies
Women and Film
Film Theory
Introduction to Media Theory

You must choose one production course from the following:

Digital Photography
Directing
Video Production
Selected Topics in Advanced Production
Audio Production and Sound Design
Documentary Production
Animation Production and Motion Design

SAMPLE LISTING OF ENGLISH AND MEDIA STUDIES COURSES:

The Music Industry
Selected Topics in Media Studies
Great Directors
Producing Media: Industry Perspectives
Media Industry Convergence
Capstone Project in Media and Culture
Graphic Novel
African-Americans in Hollywood Film
The Television Industry
Creative Industries
The Video Game Industry
Internship in Media and Culture
Creative Writing: Screenwriting
Hollywood Genres
Introduction to Cinema Studies
International Cinema
Global Media Studies

Additional requirements apply for degree completion

FOR MORE INFORMATION

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BENTLEY
UNIVERSITY

Most Bentley students pursuing a Bachelor of Arts 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 STUDIES MINOR

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
OR
Human Behavior and Organizations

MODERN LANGUAGE AND/OR ARTS AND SCIENCES ELECTIVES

Choose four courses

ARTS AND SCIENCES ELECTIVES

Choose three courses

UNRESTRICTED ELECTIVES

Choose five 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.

BUSINESS STUDIES MAJOR The Business Studies major (BSM) is a new, optional second major designed for students pursuing an arts and sciences degree at Bentley. The BSM has been designed to provide you with additional options for your Bentley education, allowing you to take advantage of an arts and sciences education within the context of a business university — a unique advantage that can help you stand out to future employers.

If you are pursuing a Media and Culture degree, you must complete either the BSM or a Business Studies minor.

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

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