

# CREATIVE INDUSTRIES MAJOR (B.S.)

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.

Prospects in the creative industries are strong and diverse. Emerging technology is expanding creative content for smartphones, social media, and digital entertainment, and enabling innovations in distribution and promotion. The major prepares students for careers in: social media, media promotion, sports or entertainment PR, digital and social media, interactive multimedia, social TV, game management, and media planning. The Media and Culture Labs and Studio in Lindsay Hall boasts professional software for screenwriting, film editing, sound mixing, animation, and graphic design. Our state-of-the-art Labs and Studio give students hands-on experience in all forms of media production and provide opportunities for them to develop their creative abilities.

For further information about degree requirement policies and guidelines, see the Degree Requirements ([catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/)) page.

## Major Requirements

Course	Title	Credits
<b>Required Courses</b>		
XD 225	Designing Experiences	3
XD 240	Fundamentals of Design	3
Select two XD electives from the following: 6		
XD 250	Public Relations Theory and Practice	
XD 255	Public Relations Writing	
XD 340	Advanced Visual Communication	
XD 360	Digital Public Relations	
XD 361	Sports Public Relations	
XD 370	Web Design I: Information Design, Principles and Practices	
XD 375	User Interface Design	
XD 380	Web Design II: Information Architecture and Site Management	
XD 385	Elements of Usability and User Experience	
XD 390	Selected Topics in Experience Design	
XD 421	Internship in Experience Design	
Select one of the following media industry courses: 3		
EMS 390	Global Media	
EMS 400	The Television Industry	
EMS 401	Disney+: Content + Platform	
EMS 402	Hollywood Production Cultures	

EMS 403	Hollywood Convergence	
EMS 404	Hollywood Rebels: A History of American Independent Film	
EMS 406	Films, Franchises, and Fandom: Superheroes in Popular Culture	
EMS 424	Popular Music Studies	
EMS 492	Internship in English and Media Studies	
Select any three EMS electives in the department, including the following:		9
EMS 221	Introduction to Media Theory	
EMS 223	Introduction to Mass Communication	
EMS 240	Introduction to Media Production	
EMS 332	Writing Fiction	
EMS 333	Writing for Drama/Screen	
EMS 334	Creative Nonfiction/Essay Writing	
EMS 390	Global Media	
EMS 400	The Television Industry	
EMS 403	Hollywood Convergence	
EMS 424	Popular Music Studies	
EMS 430	Audio Production	
EMS 432	Animation Production	
EMS 435	Design as Communication	
EMS 436	Podcasting	
EMS 490	Selected Topics in English and Media Studies	
EMS 492	Internship in English and Media Studies	
<b>Total Credits</b>		<b>24</b>

## The Business Environment (6 Credits)

Course	Title	Credits
CS 305	Business Processes and Systems	3
MG 300	Strategic Management	3
<b>Total Credits</b>		<b>6</b>

## General Degree Requirements Foundations for Success (15 Credits)

Course	Title	Credits
FDS 100	Falcon Discovery Seminar	3
<b>Communications and Writing</b>		
Select one from:		
EMS 101	Critical Reading and Writing	3
or EMS 101L	Critical Reading and Writing with Lab	
or EMS 102	Critical Reading and Writing for ESOL	
or EMS 102L	Critical Reading and Writing for ESOL with Lab	
And one from:		
EMS 104	Multimodal Communication	3
or EMS 105	Multimodal Communication for ESOL	
<b>Information Technology</b>		
CS 100	Solving Business Problems with Information Technology	3
<b>Mathematical Sciences</b>		
Select one from:		
MA 105	Mathematical Foundations for Business	3

or MA 105L	Mathematical Foundations for Business with Lab
or MA 107	Applied Calculus for Business
or MA 107L	Applied Calculus for Business with Lab
or MA 131	Calculus I
or MA 131L	Calculus I with Lab

<b>Total Credits</b>	<b>15</b>
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### Context and Perspectives (18 Credits)

Course	Title	Credits
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Students must take six courses, one in each category of Context and Perspectives:

Culture, Change, and Behavior ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior))

Globalization ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization))

Institutions and Power ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower))

Race, Gender, and Inequality ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality))

Scientific Inquiry ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry))

Values, Ethics, and Society ([catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety](http://catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety))

<b>Total Credits</b>	<b>18</b>
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### Business Dynamics/Business Administration Minor (18 Credits)

Course	Title	Credits
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All courses are required:

AC 115	Introduction to Financial Reporting and Analysis	3
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EC 111	Principles of Microeconomics	3
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FI 118	Introduction to Finance	3
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LA 100	Business Law	3
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MG 116	Human Dynamics in Organizations	3
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ST 113	Business Statistics	3
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<b>Total Credits</b>	<b>18</b>
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### Communication Intensive

All students are required to take a three-credit course designated as a Communication Intensive. This requirement can be met within a variety of course subjects in both Arts & Sciences and Business. Communication Intensive courses are designated with a "CI" in the course schedule. *Transfer students with a minimum of 30 credits will be waived from the Communication Intensive requirement.*

Please note that certain majors have an additional three-credit Communication Intensive built into their major requirements, separate from the general CI requirement.

## Additional Requirements

### Arts and Sciences Electives (15 Credits)

Course	Title	Credits
Select five Arts & Sciences elective courses		15
<b>Total Credits</b>		<b>15</b>

### Unrestricted Electives (24 Credits)

Course	Title	Credits
Select eight elective courses		24
<b>Total Credits</b>		<b>24</b>

## Total: 120 Credits