

FILM AND MEDIA STUDIES MAJOR (B.A.)

Centered on the nature of storytelling in all its forms, the Film and Media Studies Major is an integrated curriculum that spans media literacy, theory, and business. Students can select one of four concentrations focusing on Film Producing, Film Marketing, Media Production, or Media Studies. Each concentration allows students to: explore media production courses where they gain technical expertise in the craft of narrative and documentary filmmaking, graphic and motion design, photography, and podcasting; hone critical thinking skills in media studies courses that provide the means to deconstruct and write about media forms; and develop requisite business skills in media industry courses where they learn how to promote, market, sell, brand, and/or distribute content. Additionally, English and Media Studies electives in the major teach how media texts operate at the creative, cultural, and industrial levels. New majors can join graduates whose careers span the many facets of media production, post-production, and distribution, as well as in such areas as media marketing and advertising, graphic design, media finance, entertainment law, and publishing. Students have screened their original short films at the Cannes Film Festival, interned at such companies as Disney+, Netflix, WGBH, NBC, Sony Music Entertainment, Dick Clark Productions, Allen & Gerritsen, Arnold Worldwide, and Marvel Comics, and have landed prominent positions with leading media firms and film studios in Boston, New York, and Los Angeles.

Students are required to complete either a media internship or capstone project and will have the flexibility to study abroad. The Film and Media Studies Lab houses professional equipment and software for screenwriting, film editing, sound mixing, animation, photography, and design. Our state-of-the-art classrooms and production studio provide students with hands-on experience in all forms of media production to develop their craft.

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

Major Requirements

Course	Title	Credits
Required Courses:		
EMS 200	Introduction to Film, Literature and Media	3
EMS 240	Introduction to Media Production	3
EMS 493	Capstone Project in English and Media Studies	3
or EMS 492	Internship in English and Media Studies	
Two Electives: Select any two courses from the English and Media Studies department.		6
Select a concentration:		12
Film Marketing (p. 2)		
Film Producing (p. 2)		
Media Production (p. 3)		
Media Studies (p. 3)		
Total Credits		27

General Degree Requirements Foundations for Success (15 Credits)

Course	Title	Credits
FDS 100	Falcon Discovery Seminar	3
Communications and Writing		
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 Multilingual Students	
or EMS 102L	Critical Reading and Writing for Multilingual Students with Lab	
And one from:		
EMS 104	Multimodal Communication	3
or EMS 105	Multimodal Communication for Multilingual Students	
Information Technology		
CS 100	Solving Business Problems with Information Technology	3
Mathematical Sciences		
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	
Total Credits		15

Context and Perspectives (18 Credits)

Course	Title	Credits
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)		
Globalization (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization)		
Institutions and Power (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower)		
Race, Gender, and Inequality (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality)		
Scientific Inquiry (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry)		
Values, Ethics, and Society (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety)		
Total Credits		18

Business Dynamics/Business Administration Minor (18 Credits)

Course	Title	Credits
All courses are required:		
AC 115	Introduction to Financial Reporting and Analysis	3
EC 111	Principles of Microeconomics	3
FI 118	Introduction to Finance	3
LA 100	Business Law	3
MG 116	Human Dynamics in Organizations	3
ST 113	Business Statistics	3
Total Credits		18

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 "Communication Intensive" course tag in Workday. *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

Modern Language Requirement (6 Credits)

Course	Title	Credits
Two Modern Language courses (must be two semesters of the same language, regardless of proficiency level)		6
Total Credits		6

Unrestricted Electives (36 Credits)

Course	Title	Credits
Select 12 elective courses		36
Total Credits		36

Total: 120 Credits

Concentration Requirements

Film Marketing

Course	Title	Credits
Required media industry course:		
EMS 402	The Business of Media	3
Select one media studies elective:		3
EMS 202	Introduction to Cinema Studies	
EMS 220	Introduction to Cultural Studies	
EMS 222	Introduction to Communication Studies	
EMS 223	Introduction to Mass Communication	
EMS 393	Intercultural Communication	
Select two electives (one must be in EMS):		6
EMS 242	Introduction to Photography	
EMS 243	Introduction to Graphic Design	
EMS 390	Global Media	
EMS 391	International Cinema	

EMS 400	The Television Industry	
EMS 403	Hollywood Convergence	
EMS 422	Money, Power, Communication	
EMS 435	Communication Design: Messages and Means	
EMS 438	Fashion Photography	
EMS 439	Designing Brands for Change	
GLS 114	Cross-Cultural Understanding	
LA 302	Marketing Law	
LA 320	Entertainment Law	
MK 250	Marketing Essentials	
MK 321	Consumer Behavior	
MK 342	Advertising	
MK 361	Digital Marketing	
MK 392	Strategic Brand Management	
SO 287	Media, Culture and Society	
SO 324	Sociology of Markets	
XD 355	Global Public Relations	
XD 360	Digital Public Relations	
Total Credits:		12

Film Producing

Course	Title	Credits
Required production course:		
EMS 434	Film Producing	3
Select one media studies elective:		3
EMS 202	Introduction to Cinema Studies	
EMS 220	Introduction to Cultural Studies	
EMS 390	Global Media	
EMS 391	International Cinema	
EMS 404	Hollywood Rebels: A History of American Independent Film	
Select two electives (one must be in EMS):		6
EMS 241	Introduction to Video Production	
EMS 311	Revisions and Retellings	
EMS 312	Horror/Sci-Fi in Film and Television	
EMS 313	Film and Television Genres	
EMS 400	The Television Industry	
EMS 401	Disney+: Content + Platform	
EMS 402	The Business of Media	
EMS 403	Hollywood Convergence	
EMS 405	Hollywood Genres: Classical Forms and Contemporary Re-Inventions	
EMS 406	Films, Franchises, and Fandom: Superheroes in Popular Culture	
EMS 422	Money, Power, Communication	
EMS 431	Documentary Production	
EMS 437	The Art of Film Editing	
LA 317	Media Law	
LA 320	Entertainment Law	
MG 241	Leadership: Concepts, Competencies and Character	
MG 315	Supply Chain Management	

MG 335	Entrepreneurial Thinking	
MG 360	Negotiating	
SO 289	Popular Culture in Consumer Societies	
SO 295	Film and Society	
XD 250	Introduction to Public Relations	
XD 255	Public Relations Writing	
Total Credits		12

Media Production

Course	Title	Credits
Select one production elective:		3
EMS 241	Introduction to Video Production	
EMS 242	Introduction to Photography	
EMS 243	Introduction to Graphic Design	
EMS 430	Audio Production	
EMS 431	Documentary Production	
EMS 432	Animation Production	
EMS 433	Film Directing	
EMS 434	Film Producing	
EMS 435	Communication Design: Messages and Means	
EMS 436	Podcasting	
EMS 437	The Art of Film Editing	
EMS 438	Fashion Photography	
EMS 439	Designing Brands for Change	
Select one media studies elective:		3
EMS 202	Introduction to Cinema Studies	
EMS 220	Introduction to Cultural Studies	
EMS 221	Introduction to Media Theory	
EMS 313	Film and Television Genres	
EMS 323	Great Directors	
Select two electives (one must be in EMS):		6
EMS 203	Introduction to Acting	
EMS 305	Mythology and Folklore	
EMS 312	Horror/Sci-Fi in Film and Television	
EMS 333	Writing for Drama/Screen	
EMS 345	American Cities in Film	
EMS 346	Sitcom Nation: The American Family in Fiction and Film	
EMS 354	Black Cinema	
EMS 361	Women and Film	
EMS 362	Wonder Women	
EMS 363	The Male Image in American Film	
EMS 383	Images of the Hero	
EMS 390	Global Media	
EMS 391	International Cinema	
EMS 392	Youth Cultures in International Cinema	
EMS 400	The Television Industry	
EMS 401	Disney+: Content + Platform	
EMS 402	The Business of Media	
EMS 403	Hollywood Convergence	
EMS 404	Hollywood Rebels: A History of American Independent Film	

EMS 405	Hollywood Genres: Classical Forms and Contemporary Re-Inventions	
EMS 406	Films, Franchises, and Fandom: Superheroes in Popular Culture	
EMS 422	Money, Power, Communication	
EMS 423	Video Game Studies	
EMS 424	Popular Music Studies	
HI 305	Arts and Society	
HI 357	America and Its Arts	
GLS 114	Cross-Cultural Understanding	
LA 317	Media Law	
LA 320	Entertainment Law	
SO 287	Media, Culture and Society	
SO 289	Popular Culture in Consumer Societies	
SO 295	Film and Society	
Total Credits:		12

Media Studies

Course	Title	Credits
Required media studies course:		
EMS 221	Introduction to Media Theory	3
Select one media studies elective:		3
EMS 202	Introduction to Cinema Studies	
EMS 220	Introduction to Cultural Studies	
EMS 222	Introduction to Communication Studies	
EMS 223	Introduction to Mass Communication	
EMS 313	Film and Television Genres	
Select two electives (one must be in EMS):		6
EMS 225	The Wonder of Human Language: An Introduction to Linguistics	
EMS 304	Graphic Novel	
EMS 311	Revisions and Retellings	
EMS 343	American Landscapes	
EMS 345	American Cities in Film	
EMS 346	Sitcom Nation: The American Family in Fiction and Film	
EMS 354	Black Cinema	
EMS 361	Women and Film	
EMS 362	Wonder Women	
EMS 363	The Male Image in American Film	
EMS 366	Queer and Trans Media Studies	
EMS 370	Cultural Studies and the Body	
EMS 381	Diasporic Literature and Culture	
EMS 383	Images of the Hero	
EMS 390	Global Media	
EMS 391	International Cinema	
EMS 392	Youth Cultures in International Cinema	
EMS 400	The Television Industry	
EMS 401	Disney+: Content + Platform	
EMS 402	The Business of Media	
EMS 403	Hollywood Convergence	
EMS 404	Hollywood Rebels: A History of American Independent Film	

EMS 405	Hollywood Genres: Classical Forms and Contemporary Re-Inventions	
EMS 406	Films, Franchises, and Fandom: Superheroes in Popular Culture	
EMS 422	Money, Power, Communication	
EMS 423	Video Game Studies	
EMS 424	Popular Music Studies	
EMS 491	Directed Study in English and Media Studies	
GLS 114	Cross-Cultural Understanding	
GLS 228	Science, Technology & Society	
GLS 248	Media and Politics	
GLS 251	Latin American Cinema	
GLS 333	Politics Through Film	
HI 305	Arts and Society	
HI 357	America and Its Arts	
LA 112	Law and Film	
MLCH 403	Chinese for Cinema	
MLFR 304	French Cinema	
MLIT 304	Italy through Films	
PH 104	Critical Thinking	
PH 162	Love, Sex, and Robots	
PH 316	Feminist Theory	
SO 287	Media, Culture and Society	
SO 289	Popular Culture in Consumer Societies	
SO 295	Film and Society	
Total Credits:		12