

MINOR IN MEDIA MANAGEMENT

¹ EMS 390 or EMS 403 are approved substitutions for EMS 402 for Film and Media Studies majors with a concentration in Film Marketing only.

The Media Management Minor is an interdisciplinary program that combines the strengths of the departments of English and Media Studies; Management; and Law, Tax, and Financial Planning. This minor prepares students to succeed in the various business aspects of the media industries. The program provides media industry knowledge and leadership skills required to analyze, assess, and engage with media trends and innovations. Media managers are pivotal decision-makers who oversee the strategic planning and business development operations involved in content creation, distribution, and exhibition / streaming platforms within the film, television, radio, music, publishing, and video game industries.

For further information about policies related to minors, see the Program Policies (catalog.bentley.edu/undergraduate/degree-requirements/#minorspolicies) page.

Course	Title	Credits
Required Courses		
EMS 402	The Business of Media ¹	3
MG 229	Leadership in the Arts	3
Select one elective in English and Media Studies:		3
EMS 220	Introduction to Cultural Studies	
EMS 390	Global Media	
EMS 400	The Television Industry	
EMS 401	Disney+: Content + Platform	
EMS 403	Hollywood Convergence	
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 434	Film Producing	
Select one elective in Management:		3
MG 225	Career Success and Self-discovery	
MG 228	Managing Diversity in the Workplace	
MG 241	Leadership: Concepts, Competencies and Character	
MG 331	Management of International Operations	
MG 335	Entrepreneurial Thinking	
MG 343	Project Management	
MG 350	Talent Management	
MG 360	Negotiating	
Select one elective in Law:		3
LA 302	Marketing Law	
LA 317	Media Law	
LA 320	Entertainment Law	
LA 321	Sports Law	
Total Credits		15