

BUSINESS OF MEDIA AND FILM STUDIES, UNDERGRADUATE CERTIFICATE (COLLEGE OF LETTERS AND SCIENCE, DEPARTMENT OF FILM STUDIES)

The Certificate Program in Business of Media and Film Studies (BMFS) prepares students to be successful in their post-college careers by uniting the study of Business with the study of a popular, accessible, and pertinent area within the Humanities, Film Studies. Business students will have more sustained study in humanistic inquiry, both of their own field and of the diverse world that the Humanities investigates. Letters and Science students will have access to professional school curricula to help them be better equipped to enter a workforce that demands flexibility and a diversity of knowledge and experience.

The certificate in BMFS includes coursework engaging the financial and industry practices and structures in film and television. It is an interdisciplinary academic program consisting of an introductory course in Film or Television Studies, introductory courses in Business Administration (accounting, management, and marketing), an intermediate level Film Studies course focused on history and representational analysis, and a set of electives from Business Administration and Film Studies.

Eligibility

The program is open to all students seeking a bachelor's degree from UWM, to students who previously earned a bachelor's degree from UWM or any other accredited college or university, and to those who do not plan to pursue a college or university degree (non-degree students) but who have a strong interest in this subject. Students currently involved in baccalaureate studies at UWM who successfully complete the requirements of the certificate program will be awarded the certificate at the time of graduation. Other students will receive the certificate upon completion of the program requirements.

Requirements

To obtain the certificate, the student must complete, with a minimum grade point average of 2.25, a minimum of 19 credits in approved BMFS courses as indicated below, 15 of which must be earned in residence at UWM. Of these 15 residence credits, 9 must be taken at the 300 level or above. Nine credits must be taken in the College of Letters and Science, and nine credits must be taken in the Lubar College of Business. Courses for the certificate may not be taken on a credit/no credit basis.

Credits earned at other institutions equivalent to courses in the certificate program may be accepted in partial fulfillment of the program requirements, subject to review by the Certificate Program Advisory Committee (BMFSAC). Students currently enrolled at UWM who have fulfilled some of the program's requirements prior to the program's

approval may have their credits applied retroactively to the certificate program.

Code	Title	Credits
Required		
BUS ADM 201 or BUS ADM 230	Introduction to Financial Accounting Introduction to Information Technology Management	4
BUS ADM 360	Principles of Marketing	3
FILMSTD 212	Intermediate Topics in Film and Television Studies: (Business on Film)	3
Select one of the following:		3
ENGLISH/FILMSTD 290	Introduction to Film Studies	
ENGLISH/FILMSTD 291	Introduction to Television Studies	
Electives		
Select one of the following:		3
BUS ADM 330	Organizations	
BUS ADM 397	Marketing Internship	
BUS ADM 461	Consumer Behavior	
BUS ADM 465	International Marketing	
BUS ADM 467	Marketing Seminar:	
Select one of the following:		3
ENGLISH/FILMSTD 312	Topics in Film, Television and Digital Studies: (Cinema and Digital Culture)	
ENGLISH/FILMSTD 380	Media and Society:	
ENGLISH/FILMSTD 391	Television Criticism and Theory	
ENGLISH/FILMSTD 393	Entertainment Industries:	
ENGLISH/FILMSTD 394	Theories of Digital Culture:	
Total Credits		19