

Certificate in the Business of Media & Film Studies



Interested in This Certificate?

Current Students: Contact Gilberto Blasini in Curtin Hall 417 or email gblasini@uwm.edu

Not a UWM Student yet? Call our Admissions Counselor at 414-229-7711 or email let-sci@uwm.edu



About the BMFS Certificate

Students in the program will take classes in:

- the themes and components that make up film and television
- the foundations of business administration (accounting, management, and marketing)
- the cultural aspects of business practices
- advanced marketing as it applies to film and media

The certificate requires the completion of 18 to 19 credits, with a minimum grade point average of 2.50. At least 15 of the credits must be completed at UWM, and at least 9 of the credits taken at UWM must be at the 300-level or higher.



Advantages and Benefits

Students planning a career in media, marketing, or film, need a blend of knowledge and skills not traditionally found in one single program. To transition successfully to the profession, students need media literacy, an ability to understand and work within a global media culture, flexibility to adapt to emerging platforms, and crucial business skills such as accounting, marketing, and management.

The Certificate in the Business of Media & Film Studies (BMFS) combines courses that cover each of these facets of the profession. As a mark of its interdisciplinary nature, the Certificate is jointly awarded by the College of Letters & Science and the Lubar School of Business.

The BMFS certificate is designed to increase the marketability, employability, and flexibility of its graduates through a curriculum grounded in both the humanities and business. Employer surveys have increasingly shown the value they place on well-rounded employees who have both critical thinking and practical skill sets.

"I find people that have a liberal arts background have a broader view of the world and will go farther in business." - Michael Fromm, CEO, Fromm Electric

Certificate programs are similar to minors. They comprise 15 to 26 credits in a specialized subject matter, and include coursework from different departments. Certificates can be combined with a degree program, or they may be available as stand-alone options for individuals who already hold a bachelor's degree from any accredited college or university. Some certificates also will enroll individuals with a strong interest in the topic area but who do not have a degree.



Certificate Requirements

All students in BMFS take a set of core courses:

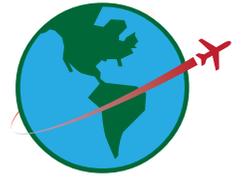
Course #	Course Title
Bus Adm 201 OR Bus Adm 230	Intro to Financial Accounting (4 cr.) Intro to Information Technology Management (3 cr.)
Bus Adm 360	Principles of Marketing (3 cr.)
Film Studies 212	Intermediate Topics in Film Studies: e.g. "Business on Film", "Business on Television" (3 cr.) (also counts as a Humanities GER)
English/Film Studies 290 OR English/Film Studies 291	Introduction to Film Studies (3 cr.) (also counts as a Humanities GER) Introduction to TV Studies (3 cr.)

The remaining credits are chosen from two lists of approved electives.

<i>Students choose ONE of the following courses:</i>	
Bus Adm 330	Organizations (3 cr.)
Bus Adm 397	Marketing Internship (3 cr.)
Bus Adm 461	Consumer Behavior (3 cr.)
Bus Adm 465	International Marketing (3 cr.)
Bus Adm 467	Marketing Seminar: Subtitle (3 cr.)

<i>Students choose ONE of the following courses:</i>	
English/Film Studies 312	Advanced Topics in Film Studies: Cinema and Digital Culture (3 cr.)
English/Film Studies 380	Media and Culture: Subtitle (3 cr.)
English/Film Studies 391	Television Theory and Criticism (3 cr.)
English/Film Studies 393	Entertainment Industries: Subtitle (3 cr.)
English/Film Studies 394	Seminar in Mass Culture: Subtitle (3 cr.)

Study Abroad



Students with an interest in working overseas or with a multinational company in the U.S. will want to consider a study abroad option.

UWM offers both semester-long and shorter study abroad experiences in more than 70 different countries.

Planning for a study abroad experience should begin 6 to 12 months ahead of the anticipated travel. UWM's Center for International Education helps students plan for their travels.

Internships and Jobs

Students are encouraged to obtain practical experience while in college. Recent UWM students have completed for-credit internships

at Milwaukee Film (the organization that presents the annual Milwaukee Film Festival), The Ford Modeling Agency, Disney Corporation, and The Nielsen Company. We have alumni working nationwide in all types of roles, including individuals at large, well-known companies like Google, Landmark Theaters, and GameShark.

Internships are encouraged and credit is often awarded.

Learn More!

For more information about the Film Studies Program, contact Gilberto Blasini at gblasini@uwm.edu.

For more information about the Lubar School of Business, call 414-229-5271 to schedule an appointment with a Lubar academic advisor.

Revised 01/17

