

## JOHN H. MITCHELL BUSINESS OF ENTERTAINMENT GRADUATE CERTIFICATE COURSES

### **The World of the Producer | CNTV 521 (17841D) | Monday 7-10pm | SCA 214**

Taught by producer Sandra Yee Ling, this course looks at the function of the producer in film, television, and new media. Bringing a diverse group of professional executives and producers to campus to discuss the various aspects of their role in developing, selling, financing, budgeting, staffing, marketing, and creating projects. Study includes breaking down scripts, estimating general costs and schedules for projects, understanding the scope of producing from start to finish and figuring out if producing is the right job for you.

### **Entertainment Marketing in Today's Digital Environment: An Overview of Entertainment Industry Marketing Disciplines in Motion Pictures, Television, Music, & Video Games | CNTV 525 (17808D) | Tuesday 7-10pm | SCA 110**

Taught by Netflix Sr. Director of International Marketing Kellie Kawaguchi, the focus of the class will be on the various marketing technologies employed by the industry and will feature senior level studio executives as weekly guest speakers.

### **Feature Film Financing and the Studio System | CNTV 523 (17843D) | Wednesday 7-10pm | SCA 203**

Taught by former CAA and ICM agent & entertainment lawyer, Jeff Shumway, this class will offer an in-depth study of the feature film business with analysis of the market, financial, strategy, & decision-making processes for major motion pictures and the entertainment industry. Emphasis will be on understanding artistry in the context of structured finance and legalities. Guest speakers with notable expertise in significant feature film income verticals (i.e. games, branding, technology, stage & theater, animation, publishing, etc.) will be featured.

### **The Business of Representation: Agents, Managers, Lawyers, Public Relations CNTV 563 (17807D) | Thursday 7-10pm | Off campus, CAA**

Taught by veteran CAA agent, Alan Berger, this class will discuss the inner workings of the specific roles of various representation teams for artists. The focus will be on deal making, career planning, and the application of representative structure to the lives of various clients. ***Note: This class will be held at CAA, 2000 Avenue of the Stars Los Angeles, CA 90067. You must arrange your own transportation.***

### **Expected Spring 2026 Courses: CNTV 522, CNTV 524, CNTV 562, and CNTV 563**

*Please note: Courses for Spring 2026 are not yet finalized and subject to change.*

PLEASE NOTE: **Marshall Students:** Early Access Period is 12:30pm April 2<sup>nd</sup> to 12:30pm April 4<sup>th</sup> – Contact [registration@marshall.usc.edu](mailto:registration@marshall.usc.edu) to request D-clearance during these dates. **All Students:** Starting April 9<sup>th</sup> email D-clearance requests to [bset@cinema.usc.edu](mailto:bset@cinema.usc.edu) with course number and student ID to receive D-clearance. All classes are 4 units. These courses can be taken as electives by any major. Graduate students in the certificate program must complete 16 units in this concentration to receive the Business of Entertainment Graduate Certificate from the School of Cinematic Arts.

*Please note: Professors are not finalized and subject to change.*

To formally apply to the certificate program, please go to <https://cinema.usc.edu/businessentertainment/index.cfm> to access the application form. New classes are offered each semester and the same class cannot be taken twice. Undergraduate students will need additional clearance from their advisors to take a graduate level course.