

# COURSE DETAIL

## RADIO AND TELEVISION PROGRAM PLANNING

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies

**UCEAP Course Number**

126

**UCEAP Course Suffix****UCEAP Official Title**

RADIO AND TELEVISION PROGRAM PLANNING

**UCEAP Transcript Title**

RADIO&TV PROGM PLAN

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

Course topics include program planning; broadcast and television media; comparison of the characteristics of different media forms; current trends in China's radio and television industry; content-based audio-visual media planning; content-based audio-visual media planning practice; integration of business and humanities; and similarities and differences between entertainment and new programs.

## Language(s) of Instruction

Chinese

## Host Institution Course Number

JOUR130037

## Host Institution Course Title

RADIO AND TELEVISION PROGRAM PLANNING

## Host Institution Campus

## Host Institution Faculty

Zhou Xiao

## Host Institution Degree

## Host Institution Department

Journalism

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