

# COURSE DETAIL

## MEDIA BUSINESS AND MANAGEMENT

**Country**

Korea, South

**Host Institution**

Korea University

**Program(s)**

Korea University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

162

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

MEDIA BUSINESS AND MANAGEMENT

**UCEAP Transcript Title**

MEDIA BUSINESS MGMT

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course introduces managerial knowledge within the context of media as an industry. It provides an overview of the current turbulence as well as the landscape of future media industries. The course addresses the current states of media industries; digital transformation of media companies; adoption of emerging technologies in media industries; application of strategic concepts to media fields; users in digital media, and regulatory issues in media industries.

### Language(s) of Instruction

English

### Host Institution Course Number

JMCO362

### Host Institution Course Title

MEDIA BUSINESS AND MANAGEMENT

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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