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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2021-2022

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