

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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