COURSE DETAIL

MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE
Country United Kingdom - England
Host Institution King's College London
Program(s) King's College London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) English
UCEAP Course Number
UCEAP Course Suffix
UCEAP Official Title MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE
UCEAP Transcript Title CULTURAL MARKETPLCE
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course draws on approaches from Cultural Studies to examine the relationship between literature as a creative industry and literature as aesthetic practice. Students address the role which publishing houses and literary prizes have to play in the circulation of these cultural products, and reflect on the ways in which migrant and minority authors negotiate the literary marketplace, issues of cultural capital, and exoticism, both within and beyond their literary works.

Language(s) of Instruction
English

Host Institution Course Number
5AAYML01

Host Institution Course Title
MARKETING THE MARGINS: CASE STUDIES IN THE CULTURAL MARKETPLACE

Host Institution Course Details

Host Institution Campus
King's College London

Host Institution Faculty

Host Institution Degree

Host Institution Department
Languages and Literature

Course Last Reviewed

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