COURSE DETAIL

THE CREATIVE INDUSTRIES
Country United Kingdom - England
Host Institution University of London, Royal Holloway
Program(s) University of London, Royal Holloway
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Film & Media Studies
UCEAP Course Number 116
UCEAP Course Suffix
UCEAP Official Title THE CREATIVE INDUSTRIES
UCEAP Transcript Title CREATIVE INDUSTRIES
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course analyzes the creative/media industries from a business perspective. Three main sectors of the creative industries are covered: film, television, and digital media. The course examines the operation of these different industries through the lens of a number of interconnecting issues: economics and finance; policy and regulation; copyright and global trade; ratings and audience measurement; branding, marketing, and production cultures. Students are introduced to a number of important industrially oriented research skills such as interviewing, market/demographic analysis, locating and interpreting legal documents, and archival research.

Language(s) of Instruction
English

Host Institution Course Number
MA2080

Host Institution Course Title
THE CREATIVE INDUSTRIES

Host Institution Course Details
https://www.royalholloway.ac.uk/media/8731/study-abroad-course-options-media-ar...

Host Institution Campus
University of London Royal Holloway

Host Institution Faculty

Host Institution Degree

Host Institution Department
Media Arts

Course Last Reviewed
2019-2020

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