

# 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 Campus

University of London Royal Holloway

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Media Arts

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