

# COURSE DETAIL

## THE CREATOR ECONOMY: STRATEGY, MONETIZATION & IMPACT

**Country**

Italy

**Host Institution**

University of Commerce Luigi Bocconi

**Program(s)**

Bocconi University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

162

**UCEAP Course Suffix****UCEAP Official Title**

THE CREATOR ECONOMY: STRATEGY, MONETIZATION & IMPACT

**UCEAP Transcript Title**

THE CREATOR ECONOMY

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## **Course Description**

By examining the origins, scale, and evolution of the creator economy, students see how digital content, platforms, and societal shifts converge to create new economic models. Studying platform dynamics reveals how network effects, algorithmic curation, and open infrastructures drive value creation and reshape distribution. Coverage of monetization strategies and personal branding highlights the balance between revenue and authenticity, equipping students to develop sustainable creator ventures. Exploring brand-creator collaborations and the economics of influence shows how influencer tiers, pricing benchmarks, and engagement metrics inform strategic decisions. Matching platforms and analyzing the creator economy's disruption of traditional industries illustrate the competitive landscape and strategic repositioning required in sectors like fashion and media. Legal and regulatory challenges provide insight into compliance, intellectual property, and content moderation, essential for responsible practice. Finally, surveying emerging trends such as AI and Web3 encourages foresight on innovation, ethics, and decentralization. Overall, this course bridges economics, marketing, technology, and law to develop strategic decision-making skills, foster adaptability, and prepare graduates to navigate and shape the evolving creator-driven marketplace.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

30752

### **Host Institution Course Title**

THE CREATOR ECONOMY: STRATEGY, MONETIZATION & IMPACT

### **Host Institution Course Details**

[https://didattica.unibocconi.it/ts/tsn\\_antepreima.php?cod\\_ins=30752&anno=2026&id...](https://didattica.unibocconi.it/ts/tsn_antepreima.php?cod_ins=30752&anno=2026&id...)

### **Host Institution Campus**

Bocconi University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

Marketing

**Course Last Reviewed**

2025-2026

[Print](#)