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_anteprima.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

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