

# COURSE DETAIL

## MEDIA MANAGEMENT

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Business Administration

**UCEAP Course Number**

102

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

MEDIA MANAGEMENT

**UCEAP Transcript Title**

MEDIA MANAGEMENT

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## **Course Description**

Media management is a basic course in the School of Journalism. Through the study and discussion of this course, students will understand that media not only concerns content production, but also is an important commercial organization that needs to continuously generate profits to maintain the large-scale operation of the media. Media organizations are complex systems that require effective internal and external management as well as the establishment of a sound profit model. In today's Internet era, media organizations are undergoing a huge transformation, and the course needs to keep pace with the times and adapt to the changes of the era.

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

Chinese

### **Host Institution Course Number**

JCM30009

### **Host Institution Course Title**

MEDIA MANAGEMENT

### **Host Institution Course Details**

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

### **Course Last Reviewed**

2025-2026

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