

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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