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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