

COURSE DETAIL

MANAGEMENT OF DIGITAL MEDIA

Country

Italy

Host Institution

University of Bologna

Program(s)

University of Bologna

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Economics Business Administration

UCEAP Course Number

132

UCEAP Course Suffix**UCEAP Official Title**

MANAGEMENT OF DIGITAL MEDIA

UCEAP Transcript Title

MGMT DIGITAL MEDIA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrollment is by permission of the instructor. The student is expected to understand the functions and processes of transformations within the media industries and the innovations connected to new digital technologies applied to creative industries.

The digital revolution has fundamentally reshaped our world, transforming how we create, distribute, and consume everything from news and entertainment to social connections. This course is an in-depth exploration of the economic principles and models that govern this new landscape. The course is focused on two of the most important media industries, music and video. Each of them is introduced and analyzed in the value chain, all the relevant typologies of players, and how the technological evolution and the changes in consumer habits are influencing the markets' dynamics and their structure.

Language(s) of Instruction

English

Host Institution Course Number

B5674

Host Institution Course Title

MANAGEMENT OF DIGITAL MEDIA

Host Institution Course Details

<https://www.unibo.it/en/study/course-units-transferable-skills-moocs/course-uni...>

Host Institution Campus

BOLOGNA

Host Institution Faculty

Host Institution Degree

LM in INNOVATION AND ORGANIZATION OF CULTURE AND THE ARTS

Host Institution Department

Management

Course Last Reviewed

2025-2026

[Print](#)