

# 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

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