



HANYANG UNIVERSITY

Hanyang ERICA Summer School

Office of International Affairs, Hanyang University ERICA
 55 Hanyangdaihak-ro, Sangnok, Ansan, Gyeonggi-do, 15588, Korea
 Tel. +82-31-400-4914 | hess@hanyang.ac.kr

2019 HESS Course Syllabus

Course Information	Course Title(Eng)	Media and Entertainment Business	Course Category	Elective Non-Major(General)
	Course Title(Kor)			
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	N/A
	College/School	International Summer School(ERICA)	College/School Responsible	Foreign Exchange Program(Y0000341)
	Meeting Times	9:00am-12:00pm 1:00pm-2:30pm 10times	Electronic Attendance	No

Instructor Info	Department	Department of Culture Contents	Name	Kenneth Kim
	Contacts		E-mail	kenkim@hanyang.ac.kr
	Homepage			
Course Type	Teaching Method			

Course Description	This course is an exploration of Media and Entertainment Businesses including film, broadcasting, music, game and etc. Students will explore field of media and entertainment from many different perspectives in marketing and finance as well as decision making.
Course Objectives	<ul style="list-style-type: none"> Define and discuss the elements of media and entertainment business Understand the history of film, broadcasting, music and game Recognize the success and failure factors related to the businesses <p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> Understand the intersections history of media and entertainment businesses Recognize the success factors and reasons for failure of the businesses Identify examples and portrayals of various businesses Benchmark the western examples to apply to emerging market businesses
Notice for Students	The course will be lectured, discussed in class, but also be outside of the class visiting companies and related venues.



The attendance and active participation is needed whether in class or at outside of the class.

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)

Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
	Attendance	10%	Quiz	
	Assignments	20%	Mid-term Exam	
	Discussion		Final Exam	
	Team Project	40%	Participation	30%
	Other			Percentage(%)
	Total 100 %			

Daily Lecture Plan and Assignments	Day	Title	Activity
	1	Orientation	Course orientation, What is Case Study?
	2	Game Business	Pokemon Go
	3	Entertainment General	Disney Case
	4	Broadcasting	CW Launching a Television
	5	Comics and Licensing	Marvel Case
	6	Film	Paramount/Warner Bros. Case
	7	Star's role	MGM and Tom Cruise
	8	Music	Beyoncé Case
	9	Negotiation	Centralia/Myerson
	10	Final Presentation	Media and Entertainment Topics