



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	KIM, IKSUK					
	E-mail	iksukkimseoul@gmail.com					
	Home University	California State University Los Angeles					
	Department	Marketing					
	Homepage	https://www.calstatela.edu/faculty/ik-suk-kim					
Course Information	Class No.	18028	Course Code	ISS1174	Credits	3	
	Course Name	Exploring Korean Entertainment Business					
	Lecture Schedule	Tue-Fri / 16:00~19:00					
	Course Description	Examination of concepts, challenges, and trends in the Korean entertainment business. Topics include history, economics, and business strategy utilized in Korean entertainment industry.					
	Course Objective	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Course Objective 1: interpret <i>K-wave</i> in global entertainment. • Course Objective 2: analyze Korean movie industry. • Course Objective 3: analyze Korean music industry. • Course Objective 4: analyze Korean drama industry. 					
	Prerequisite	-					
Materials/Textbooks	No Textbook Required.						
Evaluation	Attendance	40%	Quiz	30%			
	Assignment	%	Mid-term Exam	%			
	Presentation	30%	Final Exam	%			
	Group Project	%	Participation	%			
	Etc.	Evaluation Item			Ratio		
					%		
					%		
	Week 1	Day 1	Course Introduction				
		Day 2	Overview of Entertainment Business				
		Day 3	Overview of <i>K-wave</i>				
Day 4		Overview of Korean Movie Industry					
Week 2	Day 1	Korean Movie Production System vs. Hollywood Studio System					
	Day 2	Mini Test or Presentation					
	Day 3	Guest Speaker Lecture					
	Day 4	Overview of Korean Music Industry					

	Week 3	Day 1	Streaming Service Providers in Music Industry
		Day 2	Mini Test or Presentation
		Day 3	Guest Speaker Lecture
		Day 4	Overview of Korean Drama Industry
	Week 4	Day 1	OTT and Digital Providers in Drama Industry
		Day 2	Final Presentation
		Day 3	Guest Speaker Lecture
		Day 4	Graduation

Related Information Sources

- Arts and Entertainment Associations (http://dmoz.org/Business/Arts_and_Entertainment/Associations)
- Entertainment Associations, Guilds, and Organizations (<http://www.prnewswire.com/industryfocus/ent/associations.shtml>)
- Entertainment Industry (http://en.wikipedia.org/wiki/Entertainment_industry)
- Hollywood Reporter (<http://www.hollywoodreporter.com>)
- Media and Entertainment Company Profiles (http://www.business.com/directory/media_and_entertainment/companyprofiles.asp)
- American Entertainment Marketing (<http://www.aem-la.com>)
- Entertainment Resources & Marketing Association (<http://www.erma.org>)
- Promo Magazine: Entertainment Marketing (<http://www.promomagazine.com/entertainmentmarketing>)
- Boxoffice Mojo (<http://www.moviemoj.com>)
- IMDB (<http://www.imdb.com/>)
- Roger Ebert (<http://www.rogerebert.com/>)