



# HANYANG UNIVERSITY

## Hanyang International Summer School

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

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

### Related Information Sources

- Arts and Entertainment Associations ([http://dmoz.org/Business/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](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](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/>)