



HANYANG UNIVERSITY

Hanyang International Summer School

Faculty Information	Name	KIM, IKSUK				
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	Home University	California State University Los Angeles				
	Department	Marketing				
	Homepage	https://www.calstatela.edu/faculty/ik-suk-kim				
Course Information	Class No.	18007	Course Code	ISS1174	Credits	3
	Course Name	Exploring Korean Entertainment Business				
	Lecture Schedule	Mon-Thu / 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	
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony			
		Day 2	Course Introduction			
		Day 3	Overview of Entertainment Business			
		Day 4	Overview of <i>K-wave</i>			
	Week 2	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
	Week 3	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
	Week 4	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)
- 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/>)