

Global Entertainment Marketing

Course Name	Course section (credit/hours)		Required course(3/3)			course code	I014
	course item					course component	
	Target students Division/major/grade					opening semester	2021 1ST SEMESTER
	Class time and classroom		Wed 10(Da310) Wed 11(Da310) Wed 12(Da310)			English Grade	A(100%English)
Reference to this course	Credit compositon		Theory(0) + Design(0) + Practice(0)				
	Prerequisite courses						
	Related basic courses						
	Recommanded concurrent courses						
	Related advanced course						
Instructor	Name (title/division)		Chun Suk Yoon(Associate Professor, Department of Global Business)				
	Office Room Number	다산관521-1	Extension Number	3689	e-mail	seoul80@ajou.ac.kr	
	Office hour	화 17:00-19:00 혹은 사전연락시		Homepage address			
Teaching Assistant	Name (title/division)						
	Office Room Number		Office phone Number		e-mail		

1. Course Introduction

2. Course Objectives & course outcome

일의 이유 등 즐거운 인생을 살도록 생각의 기회 제공
 재미에 대한 인문학적 지식 고양
 국내외 엔터테인먼트 산업과 비즈니스 원리 이해
 대중문화 세계 강국 도약 한국의 비결과 비즈니스 기회 모색
 스토리, 영상 등 콘텐츠 제작 이론과 실무
 엔터테인먼트 마케팅 전략 이해 및 실전 활용
 엔터테인먼트 기업과 리더 분석을 통한 실무지식 습득

3. Class types and activities

4. Teaching Method

<input type="checkbox"/> lecture	<input type="checkbox"/> discussion and debate
<input type="checkbox"/> team project(presentation and case studies)	<input type="checkbox"/> experiments(role-playing,etc)
<input type="checkbox"/> designing and production	<input type="checkbox"/> on-site learning(on-site training)
<input type="checkbox"/> others	

5. Support Systems in Use

<input checked="" type="checkbox"/> AjouBb	<input type="checkbox"/> automatic recording system	<input checked="" type="checkbox"/> web-based assignment
<input type="checkbox"/> cyber lecture	<input type="checkbox"/> online content	
<input type="checkbox"/> class behavior analyzing system	<input type="checkbox"/> others	

6. Teaching Tools

<input checked="" type="checkbox"/> PBL(Problem Based Learning)	<input checked="" type="checkbox"/> CBL(Case Based Learning)	<input type="checkbox"/> TBL(Team Based Learning)
<input type="checkbox"/> UR(Undergraduate Research)	<input type="checkbox"/> FL(Flipped Learning)	<input type="checkbox"/> DSAL(Data Sciencd Active Learning)
<input type="checkbox"/> others		

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance		5	
midterm exam		30	
final exam		30	
quiz			

7. Evaluation method of course outcome

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
presentation		20	PPT 내용 10점, 발표 질문 채택조 10점
discussion		15	수업 중 토론 참여 외 과제
homework			
etc			
study hours			

8. Textbook and Reference material

Main/Sub	Title	Writer	Publisher	Publication year
Ref.(web)	Korean movie "Highway stars" https://www.youtube.com/watch?v=yQ75XtrCDRY			
Ref.(web)	Korean movie "Born to sing" https://www.youtube.com/watch?v=8bjBKs6LX5g&t=1026s			
	korean movie "Parasite"			

9. Class system and Class shedule

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< Schedule >

* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
1	Orientation, ice breaking, defining basic concepts of entertainment business	K	3				
2	Historical backgroud of happniess, entertainment. Why entertainment is the crucial elements in life?	K	3				
3	It is all about people. It is a people business	K	3				

< Schedule >

* language : K-korean, E-English

Weeks	Title of lecture	language	time distribution(minutes)			Teaching Method	evaluation method
			theory	design	experiment practice		
4	Story is beginning of all things. How and why?	K	3				
5	It is youtubeing not googling these day. The history of art and communication	K	3				
6	The potential of Korean entertainment power. The history of Korean entertainers and the origin of their genes.	K	3				
7	Introduction to entertainment marketing I	K	3				
8	Mid term exam	K	3				
9	Introduction to entertainment marketing II	K	3				
10	Korean movies & discussion (Masked signers & Parasites)	K	3				
11	Guest speaker	K	3				
12	BTS case	K	3				
13	JYP case	K	3				
14	Case study: Walt Disney & Sony	K	3				
15	Sport marketing	K	3				
16	Final exam or project	K	3				

10. Contribution index of the course for attaining ABEEK program outcomes

course outcome	contribution scale
No Data	

11. Analysis of improved matters for the previous semester

13. Reference items

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