GCI Japan and Korea:
Media and Entertainment Industries in East Asia
(COMM 4539; 3 credits)
January 2 – January 14, 2016

Program Director:
Natasha Foutz
Office: 340 Rouss & Robertson Halls
Email: nfoutz@virginia.edu Phone: 434-924-0873

Course Description:
This Global Commerce Immersion course is designed to offer students important perspectives on marketing management of the burgeoning media and entertainment industries in East Asia, such as movies, television, music, sports, tourism, and gaming. These industries are taking a center stage in today’s service-driven economy, generating more than $2 trillion annually worldwide. This course will merge practical knowledge of how various entertainment industries operate, conceptual framework of media and entertainment marketing, site visits of businesses, and cross-cultural perspectives of these industries. The course will be of interest to students who intend to pursue global careers in media and entertainment, and more broadly, for those who wish to understand how to creatively and strategically integrate media and entertainment in any organizations in today’s media/entertainment rich business environment.

Readings:
Custom course readings will be posted on the Blackboard class site.

Course Objectives:
1. Develop a better understanding of the business models of a wide variety of media and entertainment businesses.
2. Introduce marketing theories and practices in managing media and entertainment products, which display unique characteristics not studied in conventional marketing courses, such as extremely short product lifecycle, uncertain demand for experiential products, and sequential distributions.
3. Expose students to hands-on, global, cross-cultural perspectives of media and entertainment marketing and develop global knowledge and skills.

Course Structure:
This is an applied course. Listening to presentations by executives during company visits is an integral part of the course. Students are expected to actively participate by raising thoughtful questions or making perceptive comments. The final grade in the course will be based on your performance on your Diary (30%), Term paper (30%), and Class participation (40%).

Class Deliverables:
Diary. This assignment is designed to promote an active learning environment. Students are expected to write a 1-2 page (single sided, one inch margin, 12 font, Times New Roman) diary per city, which may include photos. The diaries are intended to provide students with an opportunity to think about what they have learned from various company visits or presentations, as well as what are the most memorable entertainment experiences while visiting the city and observing its day-to-day entertainment operations and environments. The diaries are due prior to departure from each city.

Term paper. Select a particular entertainment industry or sub-industry (e.g. comic books, video gaming), which may be related or unrelated to the companies visited, and analyze which factors have made it economically successful in Japan and/or Korea. Further discuss the challenges facing the industry in this country or region, as well as future opportunities as you see them. You may use your diaries where relevant. This paper should be no longer than 1,500 words and is due by 5p.m. Monday, January 18.

Schedule:
Saturday, January 2, 2016: Arrive in Tokyo, take ground transportation to Hotel Gracery Shinjuku
Sunday, January 3: Tokyo city tour & cultural visits (with guide), group lunch
Monday, January 4: Company and cultural visits in Tokyo
Tuesday, January 5: Company and cultural visits in Tokyo
Wednesday, January 6: Company and cultural visits in Tokyo
Thursday, January 7: Bus to Mt. Fuji, visit Five Lakes or Hakone area with views from Kawaguchiko Lake (group lunch of hoto noodles), Ropeway, and Sengen Shrine, then fast train or bus to Kyoto (lodging at Kyoto Royal Hotel)
Friday, January 8: Company and cultural visits in Kyoto
Saturday, January 9: Company and cultural visits in Kyoto
Sunday, January 10: Group flight to Seoul, city tour in afternoon/evening (lodging at Ritz-Carlton Seoul)
Monday, January 11: Company and cultural visits in Seoul
Tuesday, January 12: Company and cultural visits, day trip to DMZ (tentative)
Wednesday, January 13: Company and cultural visits, wrap-up and farewell group dinner
Thursday, January 14: Course ends, depart for Charlottesville