



HANYANG UNIVERSITY

Hanyang ERICA Summer School

Office of International Affairs, Hanyang University ERICA
 55 Hanyangdaihak-ro, Sangnok, Ansan, Gyeonggi-do, 15588, Korea
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2024 Course Syllabus

| | | | | |
|--------------------|--------------------|--|----------------------------|------------------------------------|
| Course Information | Course Title(Eng) | Understanding K-pop Business | Course Category | <i>Elective Non-Major(General)</i> |
| | Course Title(Kor) | K-pop 산업의 이해 | | |
| | Credit-Lecture-Lab | 3 credits-4.5 hrs-0 hrs | Course Restrictions | N/A |
| | College/School | International Summer School(ERICA) | College/School Responsible | Foreign Exchange Program(Y0000341) |
| | Meeting Times | 9:00am-12:00pm 1:00pm-2:30pm 10times | Electronic Attendance | Y/N |

| | | | | |
|-----------------|-----------------|-----------------------------|--------|-------------------------|
| Instructor Info | Department | Contemporary Music | Name | Sechan Park |
| | Contacts | +82 31 400 5747 | E-mail | spark2mix@hanyang.ac.kr |
| | Homepage | | | |
| Course Type | Teaching Method | General/Exploratory/Seminal | | |

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|---------------------|--|
| Course Description | This course is designed for HESS students to gain a general knowledge of the K-pop industry and its cutting edge business techniques, such as artist development, revenue streams, branding, social media strategy, content creation, and marketing. |
| Course Objectives | The goal of the course is to provide students with an understanding of the structure of the K-pop business. |
| Notice for Students | None |

| Textbook | No. | Title | Author | Publisher | ISBN | Price(KRW) |
|----------|-----|----------|--------------|-----------|---------------|------------|
| | 1 | MB Bible | J. Kim and 4 | Bakha | 9788965703044 | 16,200 |

| Evaluation | Evaluation Criteria | Percentage(%) | Evaluation Criteria | Percentage(%) |
|------------|---------------------|---------------|---------------------|---------------|
| | Attendance | 20 | Quiz | |
| | Assignments | 30 | Mid-term Exam | |
| | Discussion | | Final Exam | |
| | Team Project | 30 | Participation | 20 |
| | Other | | | Percentage(%) |
| | Total 100 % | | | |



| Daily Lecture Plan and Assignments | Day | Title | Activity |
|---|--------------------------------------|---|---|
| | 1 | History of K-pop | <ul style="list-style-type: none"> - K-pop through the years - First Generation ('90s-00) - Second Generation ('00s-'10s) - Third Generation ('10s-Present) |
| | 2 | Artist Management in the K-pop Business | <ul style="list-style-type: none"> - Making the Music - Signing a Record Deal - Building/Maintaining the Fan Base - Marketing the Artist |
| | 3 | Strategy for Consumer Brands | <ul style="list-style-type: none"> - Common Characteristics of Successful Campaigns - Events and Sponsorships - Content Development - Artist Collaborations |
| | 4 | K-pop Business Revenue Streams | <ul style="list-style-type: none"> - Branding - The Wide World of Music Products - Impact of the Growth of Digital Streaming on Songwriters - Merchandising Beyond the Tour |
| | 5 | The Business of Music Marketing | <ul style="list-style-type: none"> - Starting a Music-Focused Business - Music Marketing Tools and Technology - Integrated Marketing and Communication Campaigns - Go-To-Market Strategy |
| | 6 | K-pop Business Management and Leadership | <ul style="list-style-type: none"> - Organizational Structure - Building and Managing Creative Teams - Decision Making - Transformational Leadership |
| | 7 | Big 4 K-pop Entertainment Agency | <ul style="list-style-type: none"> - HYBE Corporation - JYP Entertainment - SM Entertainment - YG Entertainment |
| | 8 | Music Publishing Companies in Korea | <ul style="list-style-type: none"> - JYP Publishing - SM Universe - Joombas Music Group - KREATION Music Rights |
| | 9 | Music Business Policy | <ul style="list-style-type: none"> - Recorded Music Policy - Radio and Broadcast Policy - Recording Artist/Label Challenges and Opportunities - Songwriter/Publisher Challenges and Opportunities |
| 10 | Data Analytics in the Music Business | <ul style="list-style-type: none"> - Data-Driven Research A&R - Finding, Cleaning, and Storing Data - Tools for Examining Data - SQL: Extracting Data | |