

International Graduate Programs in Cultural and Creative Industries Management

■ Program Overview

This master program provides a broad guide to the cultural economy, including orientation through this complex field and up-to-date knowledge with a focus on current industry, policy and community development. It aims at cultivating high-level professionals in cultural and creative industries management who hold both super research ability and solid practical skills in the information age.

This is a full-time master program with the normal length of 2 years.

■ Main Courses

Required / Selective	Courses	Credits	Teaching hours	Term
Required	Introduction to Chinese Culture	2	32	Spring/Fall
	Mandarin Language	2	32	Spring/Fall
	Introduction to Cultural and Creative Industries	3	48	Fall
	Introduction to Cultural Studies	3	48	Fall
	Research Methods in Social Sciences	3	48	Spring/Fall
	Cultural Policy	3	48	Spring
	Cultural Economics	3	48	Spring
	New Media & Business Management	2	32	Spring
Selective	Cultural Marketing Management	3	48	Fall
	Cyber-Culture Studies	3	48	Fall
	Lectures on Frontiers of Cultural and Creative Industries	3	48	Fall
	Cultural Enterprises Management	3	48	Fall
	Cultural Investment Management	2	32	Fall
	Studies on Branding Communication	3	48	Fall
	International Trade in Cultural Products	2	32	Fall