Department of Cultural Contents Planning and Marketing

Ministry of Education Approval
100% Online
Master of Business Administration (MBA) Program

Author: upklyak Source: Freepik

Dongseo University
Graduate School of Business Administration
Department of Cultural Contents Planning and Marketing
Introduction to the Department

The Department of Cultural Contents Planning and Marketing at the Graduate School of Business trains graduates of cultural contents majors and workers in related fields as global cultural contents experts who can plan and produce cultural contents, attract investment, and plan and execute a marketing campaign.

Characteristics of the Department

- 100% online major courses (online video + online real-time class)
- Case analysis and practical hands-on training
- Non-thesis degree can be obtained by completing coursework (30 credits).

Educational Objectives

- Train K-cultural content experts who can do planning and production, attract investment, and carry out marketing,
- Encourage employment and start-up for master’s degree graduates in Business Administration (Cultural Content Planning and Marketing).

Core Competencies (5C)

Critical Thinking: Ability to plan new and unique cultural content

Collaboration: Ability to create synergy through collaboration with experts in various fields

Creativity: Ability to solve customer problems with creative insights

Communication: Ability to convey ideas clearly and persuade others

Check: Ability to thoroughly manage cultural content performance
# Department of Cultural Contents

## Planning and Marketing Curriculum

Training of professionals in planning and marketing for global cultural content with 5C capabilities

<table>
<thead>
<tr>
<th>Core Competencies</th>
<th>First Semester</th>
<th>Second Semester</th>
<th>Third Semester</th>
<th>Fourth Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Case Analysis of Cultural Content</td>
<td>Planning of Cultural Content</td>
<td>Customer and User Experience Design</td>
<td>Service &amp; Interaction Design</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td>Storytelling of Cultural Content</td>
<td>Social Media Strategy</td>
<td>Branding Strategy</td>
<td>Sustainable Campaign</td>
</tr>
<tr>
<td>Creativity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collaboration</td>
<td>Consumer Behavior Study</td>
<td>Video Content Production</td>
<td>Cultural Content Marketing Project</td>
<td>Production of Local Content</td>
</tr>
<tr>
<td>Marketing</td>
<td>Asian Cultural Content</td>
<td>Integrated Marketing Communication</td>
<td>Digital Marketing Data Analysis</td>
<td>Metaverse Marketing</td>
</tr>
<tr>
<td>Communication</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check</td>
<td>Cultural Industry Trends</td>
<td>Marketing Research</td>
<td>Cultural Content IP Management</td>
<td>Cultural Content Funding and Investment Management</td>
</tr>
</tbody>
</table>

Additional features:

- Offline networking day (once a month)
- Delivering the Metaverse platform
- Cultural content production workshop (vacation)
- Lifelong teaching system
- Looking for a mentor (mentor-mentee system)
- Support for club activities
- Start-up and creative support
- Support for presentation at domestic and international academic conferences
**Department of Cultural Contents**
**Planning and Marketing**
**Introduction of MD (Micro Degree)**

By completing a practical short-term curriculum in a field of interest during the degree course, you can receive a Micro Degree (MD) certificate.

<table>
<thead>
<tr>
<th>MD</th>
<th>Course of study</th>
</tr>
</thead>
</table>
| **Customer Experience Coordinator** | Consumer Behavior Study  
Cultural Content Planning  
Marketing Research  
Customer and User Experience Design  
Digital Marketing Data Analysis |
| **SDGs Public Interest Marketer** | Consumer Behavior Study  
Social Media Strategy  
Integrated Marketing Communication  
Branding Strategy  
Sustainable Campaign |
| **Local Content Marketer** | Case Analysis of Cultural Content  
Consumer Behavior Study  
Integrated Marketing Communication  
Cultural Content Marketing Project  
Production of Local Content |
| **Independent Creator** | Storytelling of Cultural Content  
Social Media Strategy  
Video Content Production  
Branding Strategy  
Cultural Content Marketing Project |
| **Metaverse Marketer** | Storytelling of Cultural Content  
Video Content Production  
Customer and User Experience Design  
Service & Interaction Design  
Metaverse Marketing |
| **K-Content Business Marketer** | Asian Cultural Content  
Cultural Industry Trends  
Marketing Research  
Cultural Content IP Management  
Cultural Content Funding and Investment Management |
Course Overview (Course Duration: 2 Years)

<table>
<thead>
<tr>
<th>Degree Course</th>
<th>Graduate School</th>
<th>Major</th>
<th>Credit Completion</th>
<th>Conferred Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master's Degree</td>
<td>The Graduate School of Business Administration</td>
<td>Department of Cultural Content Planning and Marketing</td>
<td>24 Credits (30 credits for non-thesis degree)</td>
<td>Master of Business Administration</td>
</tr>
</tbody>
</table>

Recruiting Capacity

<table>
<thead>
<tr>
<th>Division</th>
<th>Entrance Quota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of students within Entrance Quota</td>
<td>20</td>
</tr>
<tr>
<td>Number of students out of Entrance Quota</td>
<td>10</td>
</tr>
</tbody>
</table>

Recruitment Schedule

<table>
<thead>
<tr>
<th>Division</th>
<th>Schedule</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance of application</td>
<td>June and December</td>
<td>Register by email (<a href="mailto:graduate@dongseo.ac.kr">graduate@dongseo.ac.kr</a>) or visit or registered mail</td>
</tr>
<tr>
<td>Online interview</td>
<td></td>
<td>Possession of an identification card required</td>
</tr>
<tr>
<td>Announcement of successful applicants</td>
<td></td>
<td>Announcement on the graduate school website</td>
</tr>
</tbody>
</table>

Eligibility for Application

A person who has obtained a bachelor's degree from a four-year university at home or abroad or is scheduled to obtain one

A person deemed to have an academic background equivalent to or higher than the above pursuant to other acts and subordinate statutes
Tuition Information

- Registration amount: Admission fee 600,000 won, tuition fee 3,735,000 won
- Admission fee is waived for those who graduated from Dongseo University

- Master’s Program Financial Aid: 50% exemption from tuition fees for the first to fourth semesters.
- Non-thesis degree can be obtained by completing 30 coursework credits.

* Tuition fees may change every school year.

Teaching Staff Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Major Degree</th>
<th>Major Field of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kwak Joon-sik</td>
<td>Master of Business Administration</td>
<td>Marketing</td>
</tr>
<tr>
<td>Kim Se-hwa</td>
<td>Master of Design Administration</td>
<td>Imaging</td>
</tr>
<tr>
<td>Lee Yong-ki</td>
<td>Doctorate in Engineering</td>
<td>Industrial Design</td>
</tr>
<tr>
<td>Choi Won-ho</td>
<td>Doctorate in Arts Administration</td>
<td>Imaging</td>
</tr>
<tr>
<td>Kim Jeong-seon</td>
<td>Doctorate in Video Arts Administration</td>
<td>Film and Video Theory</td>
</tr>
<tr>
<td>Ryu Do-sang</td>
<td>Master of Fine Arts</td>
<td>Visual Design</td>
</tr>
<tr>
<td>Lee Jung-sun</td>
<td>Master of Arts</td>
<td>3D Modeling</td>
</tr>
</tbody>
</table>

Department of Cultural Contents Planning and Marketing

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