

# ENTB3314 : Global Media Management

The Global Media Management course addresses the complexity and diversity of business practices in the global media marketplace. This course explores topics such as consumer differences across key international markets, global marketing strategies, economic policies, as well as political and cultural environments and their effect on media. Students will also examine the impact of geography on business transactions and media distribution and the laws, treaties, and international labor issues that affect global business.

**Credits** 3