

MMC6257 : Entertainment Media Publishing and Distribution

The Entertainment Media Publishing and Distribution Course focuses on issues currently affecting media publishing and distribution. Students will study traditional as well as new digital publishing and distribution models. The course also addresses issues within the industry such as piracy, social media, digital rights management and legislation. Students will explore strategies for protecting and monetizing their creative content and will utilize traditional as well as new distribution models to develop a publishing and distribution plan for their chosen business.

Credits 3.5