



HANYANG UNIVERSITY

Hanyang ERICA Summer School

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2025 Course Syllabus

Course Information	Course Title(Eng)	Understanding K-pop Business	Course Category	<i>Elective Non-Major(General)</i>
	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		

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	Make sure to bring your own laptop to class.

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 	