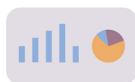


DONGSEO UNIVERSITY GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION

Department of Cultural Contents Planning and Marketing



Author upklyak Source Freepik

DSU Dongseo University
동서대학교

Graduate School of Business Administration
Department of Cultural Contents
Planning and Marketing

Department of Cultural Contents Planning and Marketing Introduction to the Department

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).
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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).
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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

Critical Thinking

Creativity

Collaboration

Communication

Check

Semester Core Competencies		First Semester	Second Semester	Third Semester	Fourth Semester
		Planning	Critical Thinking	Case Analysis of Cultural Content	Planning of Cultural Content
Production	Creativity	Storytelling of Cultural Content	Social Media Strategy	Branding Strategy	Sustainable Campaign
	Collaboration	Consumer Behavior Study	Video Content Production	Cultural Content Marketing Project	Production of Local Content
Marketing	Communication	Asian Cultural Content	Integrated Marketing Communication	Digital Marketing Data Analysis	Metaverse Marketing
	Check	Cultural Industry Trends	Marketing Research	Cultural Content IP Management	Cultural Content Funding and Investment Management



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.

MD

Customer Experience Coordinator



Course of study

Consumer Behavior Study
Cultural Content Planning
Marketing Research
Customer and User Experience Design
Digital Marketing Data Analysis

MD

SDGs Public Interest Marketer



Course of study

Consumer Behavior Study
Social Media Strategy
Integrated Marketing Communication
Branding Strategy
Sustainable Campaign

MD

Local Content Marketer



Course of study

Case Analysis of Cultural Content
Consumer Behavior Study
Integrated Marketing Communication
Cultural Content Marketing Project
Production of Local Content

MD

Independent Creator



Course of study

Storytelling of Cultural Content
Social Media Strategy
Video Content Production
Branding Strategy
Cultural Content Marketing Project

MD

Metaverse Marketer



Course of study

Storytelling of Cultural Content
Video Content Production
Customer and User Experience Design
Service & Interaction Design
Metaverse Marketing

MD

K-Content Business Marketer



Course of study

Asian Cultural Content
Cultural Industry Trends
Marketing Research
Cultural Content IP Management
Cultural Content Funding and Investment Management

Department of Cultural Contents Planning and Marketing Recruitment

Course Overview (Course Duration : 2 Years)

Degree Course	Graduate School	Major	Credit Completion	Conferred Degree
Master's Degree	The Graduate School of Business Administration	Department of Cultural Content Planning and Marketing	24 Credits (30 credits for non-thesis degree)	Master of Business Administration

Recruiting Capacity

Division	Entrance Quota
Number of students within Entrance Quota	20
Number of students out of Entrance Quota	10

Recruitment Schedule

Division	Schedule	Remarks
Acceptance of application	June and December	Register by email (graduate@dongseo.ac.kr) or visit or registered mail
Online interview		Possession of an identification card required
Announcement of successful applicants		Announcement on the graduate school website

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

Department of Cultural Contents Planning and Marketing Tuition and Teaching Staff Information

Tuition Information

Registration amount	<ul style="list-style-type: none"> - Registration amount: Admission fee 600,000 won, tuition fee 3,735,000 won - Admission fee is waived for those who graduated from Dongseo University
Financial Aid and others	<ul style="list-style-type: none"> - 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

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



Department of Cultural Contents Planning and Marketing

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