

## SCHOOL OF MODERN LANGUAGES AND CULTURES

### GLOBAL CREATIVE INDUSTRIES

The creative industries have become one of the fastest-growing and increasingly influential sectors of the global economy. As such, they have attracted the attention of almost everyone, from Government policy makers to academics in a variety of disciplines (economics, economic geography, marketing, management studies, sociology, organization studies, and social and cultural anthropology). The Global Creative Industries Major provides an interdisciplinary framework for the study of the complex relations and interactions between commerce and culture. It examines and analyzes the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level. Through its global and comparative emphasis, the Programme aims primarily to engage students in examining different perspectives on culture and to reflect critically on its changing roles, forms and contents in today's society in which culture and commerce increasingly overlap with each other.

This Programme establishes an East-West global framework for the comparative study of the creative industries in Asia and the West. It provides students with a panoramic view of the emergence, development and future prospect of the creative industries at global, regional, national as well as local levels. It aims to examine some broad issues of creative industries in (I) digital media and entertainment, (II) intellectual property rights and ethical issues, (III) branding, marketing and advertising, (IV) cultural policy, governance, and politics, (V) management in creative industries, and (VI) experiential learning in creative industries. It covers topics ranging from the cultural critique of the development of the creative industries, to the examination of the process of cultural production by the way of the assessment of cultural policy, as a means to provide students with chances to explore and analyze the interplay of culture, business and politics.

A major in Global Creative Industries consists of a prerequisite core course (**GCIN1001**) and 12 other introductory credits from any Arts programme(s) normally taken in the first year, plus 54 credits taken in the remaining years of the Programme. These 54 credits consist of 24 credits of core courses (**GCIN2002**, **GCIN2003**, **GCIN2040** and **GCIN4001**) and 30 credits of elective courses listed below. **GCIN4001** is the capstone course designed to allow students to advance their analytical thinking by permitting the application of disciplinary knowledge and principle.

A minor in Global Creative Industries consists of a 6-credit prerequisite core course (**GCIN1001**), 12 credits of core courses (**GCIN2002** and **GCIN2003**) and a further 18 credits of elective courses as listed below totaling 36 credits.

#### **Major (72 credits)**

A major in Global Creative Industries consists of 72 credits with the following components:

- **Prerequisites course (6 credits):**  
GCIN1001. Introduction to global creative industries (6 credits)  
*This course will be offered to undergraduates in Year 1 or 2 only.*
- **Other Arts Faculty introductory courses to be taken from any Arts programmes (12 credits)**
- **Core courses (24 credits):**  
GCIN2002. Commercializing creativity: A cultural critique (6 credits)

- GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)
- GCIN2040. Research methods in creative industries (6 credits)
- GCIN4001. Global creative industries research project (capstone experience) (6 credits)

- **Interdisciplinary elective courses (30 credits):**

Elective courses totally 30 credits selected from the list below, with at least 18 credits from the same category (out of Category I to V).

- **Capstone experience course:**

GCIN4001. Global creative industries research project (capstone experience) (6 credits)

*This course will be offered to undergraduates in their fourth year.*

*NB 1: The capstone course designed to allow students to advance their analytical thinking by permitting the application of disciplinary knowledge and principles learned in the earlier years.*

### **Minor (36 credits)**

A minor in Global Creative Industries consists of 36 credits with the following components:

- **Prerequisite courses (6 credits):**

GCIN1001. Introduction to global creative industries (6 credits)

*This course will be offered to undergraduates in Year 1 or 2 only.*

- **Core courses (12 credits):**

GCIN2002. Commercializing creativity: A cultural critique (6 credits)

GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)

- **Interdisciplinary elective courses (18 credits):**

Elective courses totally 18 credits selected from a category (out of Category I to V) from the list below.

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### **Core Courses**

#### **GCIN1001. Introduction to global creative industries (6 credits)**

This introductory course will adopt an interdisciplinary approach to examine significant and complex issues related to the emergence, development and prospect of the global creative industries. This course is a prerequisite for all students intending to declare a major or minor in Global Creative Industries, but it is also suitable for anyone seeking a broad understanding of the interplay between culture and creative economy.

We will examine the concept of the 'global creative industries' by offering a brief overview of the industries of advertising, art, fashion, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video as well as television and radio. We will survey and identify the key players and characteristics of the emerging global creative economy by exploring the development of creative industries in different regions, such as East Asia, North America and Europe. We will also analyze the impact and implication of the growth of global creative industries on the role and function of culture in society today. Our goal is to help students examine and reflect critically on the cultural, economic, social as well as political forces that shape the form and content of global creative industries.

Prerequisite: Nil  
Assessment: 100% coursework

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**GCIN2002. Commercializing creativity: A cultural critique (6 credits)**

This course is required of all students intending to major in Global Creative Industries. This course will provide students an in-depth understanding of the mechanism of production, circulation, consumption, regulation and representation of the global creative industries. We will examine the process of commercialization of creativity and culture. We will focus particularly on how cultural products are being produced, branded and reproduced at the industry-level. By drawing examples from a variety of areas such as Korea, China, Hong Kong, Japan, America and Europe, we will demonstrate how the business activities of the creative industries are shaped by and reshaping respective cultural traditions. Our goal is to encourage students to critique the increasingly complex relationship and interaction between culture and commerce.

Prerequisite: **GCIN1001**  
Assessment: 100% coursework

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**GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)**

This course is required of all students intending to major or minor in Global Creative Industries. This course will examine the relationship between cultural policy and the development of the global creative industries. We will analyze why and how the state intervenes in the production, distribution and consumption of cultural goods and ideas. We will trace the development of cultural policies in different countries through a comparative approach. We will also explore the impact and limitation of national cultural policy in the global arena. Our goal is to help students identify and explain the complex interaction among business, politics and culture behind the operation of the global creative industries. Taught within a seminar type framework, students will be encouraged to select, in consultation with a staff member, a country or an area of focus for deeper examination.

Prerequisite: i) **GCIN2001** or **GCIN2002** (before 2021/22 cohort); or  
ii) **GCIN1001** (from 2021/22 cohort)  
Assessment: 100% coursework

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**GCIN2040. Research methods in creative industries (6 credits)**

This course introduces students to the various research methods adopted by scholars in different disciplines, and ethical issues in arising from their study of the creative industries. It starts with a clarification of the differences between methods and methodologies, before going on to examine the different methods used to conduct research in the creative industries by scholars working in cultural policy, management studies, economic. geography, economics, and anthropology, among others. It is then followed by introducing students various surveys of different research methods, including library and archival research, in-depth interviews and focus group research, statistical surveys, fieldwork participant observation, and goal-oriented policy research. This course ends with two lectures that, one of which discusses the importance of ethical issues in research, as well as, more practically, the other one teaches students how to apply for ethical approval in their research projects.

Prerequisite: **GCIN1001**  
Assessment: 100% coursework

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## Capstone Experience Course

### **GCIN4001. Global creative industries research project (capstone experience) (6 credits)**

Students in this course pursue independent research and produce a research paper under the supervision of a teacher in Global Creative Industries. Students will be expected to explore in depth a topic of interest to them in relation to the development of the global creative industries and the interaction between culture and commerce. We will provide a research skills workshop for students undertaking this course.

Prerequisite: i) **GCIN2001** and **GCIN2002** (before 2021/22 cohort); or  
ii) **GCIN2040** (from 2021/22 cohort)

Assessment: 100% coursework

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## Interdisciplinary Elective Courses

### **GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)**

This course is required of all students intending to major in Global Creative Industries. It examines the actual operation and practices of the cultural and creative industries. We will investigate the roles of cultural worker, the complex organizational networks of the industries as well as the management principles of people, resources and creativity embedded in the production system. We will analyze and explain the social logics of a variety of prevailing business models of public and private cultural enterprises. We will discuss theoretical and practical issues facing entrepreneurs, artists and managers in the industries, for instance, funding, piracy, sustainability and marketing and branding. Our goal is to help students understand the concrete details of the division of labor, institutional arrangement and business principles of the global creative industries and challenge them to seek new solutions to the existing problems.

Prerequisite: i) **GCIN1001** (before 2021/22 cohort); or  
ii) **Nil** (from 2021/22 cohort)

Assessment: 100% coursework

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### **GCIN2005. Internship in global creative industries (6 credits)**

This course enables students to understand the creativity and innovation process of cultural production. It gives students chances to experience the practical business environment through onsite work and interaction with creative and support personnel in creative institutions and companies. Students are required to complete a report which examines the socio-cultural factors which affect the business strategies and success of the creative enterprises. The major aim of the course is to develop students' in-depth understanding of the interplay among the business operation of the creative industries and other social, cultural and political forces. Students intending to undertake this course have to pass the assessment for the confirmation of placement.

Prerequisite: **GCIN2002**

Assessment: 100% coursework

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### **GCIN2008. Advertising: Cultural and organizational dynamics (6 credits)**

This course enables students to study the cultural and organizational dynamics of the advertising industry to understand the economic, social, cultural and material processes that underpin the whole industry.

Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the advertising industry in the global market.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2009. Art worlds: Aesthetics, money, and markets (6 credits)**

The overall aim of the course is to analyse and understand the functioning of art worlds in a global context. It is taught primarily by lectures, with accompanying tutorials, and focuses on the different attitudes and values brought to bear on art works by different people in an art world. Because such works are not just appreciated in aesthetic and historical terms, but are also traded as part of an art market, the course seeks to tease apart the strictly cultural and aesthetic from other, social and economic, aspects that affect the production, distribution and consumption of art works.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2012. Introduction to video games studies (6 credits)**

This course is an introduction to the exciting new field of video game studies. The course starts with tracing the historical background and recent development of the video game industry, followed by discussions on the major methods and approaches used to analyze video games as a cultural product. Through in-depth and comparative study of video games in social, economic, aesthetic, psychological, and gender perspectives, the course aims to engage students in a critical discourse on the major debates surrounding the medium.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2013. Understanding Japanese video game industry (6 credits)**

This course is a critical overview of the Japanese video game industry. Once a dominant force in video game industry, the Japanese video game developers are now facing stiff challenges from both the overseas developers and other emerging media of entertainment. The course starts with tracing the history and development of the industry, followed by an overview of the process of creation, development, marketing, circulation, and consumption locally in Japan. Then the focus will be shifted across the borders, examining how Japanese video game products adapt and compete in the overseas markets according to different local social, economic, and cultural circumstances.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2015. Entrepreneurship in creative industries (6 credits)**

Creative entrepreneurs bridge the gap between arts/culture and economy/consumption. They are keys in defining what culture to be consumed and promoted. This course discusses the most critical essences of a successful Creative entrepreneur. It showcases a holistic approach of entrepreneurial process and the

importance of creativity and innovation in modern cultural industrial world. Through this interdisciplinary program that covers theoretical and functional areas of recent development in global and China creative industries, together with coherent and detailed knowledge of creative entrepreneurship, students will learn how creative ideas, inventions, and skills are generated and transformed into commercial and social ventures. Special emphasis will be placed on China context where the industry is undergoing a booming time.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2016. Financing for creative industries (6 credits)**

Cultural industries often receive considerable supports from their governments. However, what makes a creative enterprise grow is its ability to get strong financial supports in the market. As the cultural industries are characterised by a high level of volatility and a strong dependence on human capital, their fundraising solutions are unique and innovative. This course discusses and examines different financing solutions to high-growth creative industries and how they are different from the traditional solutions for manufacturing-based industries. With in-depth discussions of theories and case studies, students will gain comprehensive understanding of business plan evaluation, the economics of different financial solutions for creative industries and the key to a successful financing. Students will be also encouraged to critically examine the interplay of cultural, economic and governmental influences upon financing effectiveness. Special attention will be paid to China whose the industries are booming.

This course is designed for non-business major students who are assumed to have limited background knowledge of the fundamental concepts and practices of financing. Interaction is encouraged in classes, and fundamental theories are followed by practical suggestions and opportunities to apply them to the case studies discussed in class.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2017. Luxury markets in East Asia (6 credits)**

The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, Taiwan, China, Japan and Korea. Through in-depth case studies, the course enables students to analyze various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in East Asia. This course aims at enabling students to identify the cultural specificity of the production, circulation and consumption of luxury goods in East Asia and to reflect on the cultural concepts of pleasure and beauty embedded in the specific industrial and social contexts.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2019. The arts entrepreneurship in Hong Kong (6 credits)**

Students will learn from a variety of art professionals about their roles in the creative industry and how they earn their living in Hong Kong. They will need to critically evaluate the industry structure from different theoretical frameworks, formulate their own ideas and learn how to function in a sustainable way in Hong Kong society. By the end of the course students should be able to assess the structure of an individual organization, the industry and how it functions in the broad economic, cultural and social system.

Prerequisite: Nil  
Assessment: 100% coursework

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**GCIN2020. New media and social media (6 credits)**

Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly (re-)articulated and shaped of digitalization and the Internet. In addition, new media and social media have become two very important pillars of creativity and innovation, marketing and management practices for consumer and business, from designing, hiring, reputation management to customer service. Different forms of new media, and social media, including QR codes, YouTube, Facebook MeWe, Instagram, Pinterest, Netflix Amazon, and Apple TV+, etc. are dramatically changing creative processes, technological development, value chains, buying behavior and customer service in our society. The course aims to provide students with an insight into how new media and social media inspire creativity and innovation, affect consumers and the society, as well as the cultural and organizational dynamics of the business world.

Prerequisite: Nil  
Assessment: 100% coursework

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**GCIN2021. Creative industries, supply chain management and business model innovations (6 credits)**

This course will provide students with an in-depth understanding of the role of creative industries in modern supply chain management, and business model innovations. We will examine the flow and process of supply chain management which includes product design and development, raw material sourcing, vendor selection, manufacturing, quality control, logistics, distribution and retailing. We will focus particularly on how creative industries play their roles in each node of the supply chain. By drawing examples from a variety of companies and field experiences from practicing experts, our goal is to demonstrate to students and encourage them to critique the increasingly complex relationship and interaction between creative industries and supply chain management. Guest speakers will be invited to share field experiences, where and when necessary.

Prerequisite: Nil  
Assessment: 100% coursework

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**GCIN2023. Fashion entrepreneurship (6 credits)**

The fashion industry does not only need good designers but also entrepreneurs who understand the language of design and designers. This course aims to provide the fundamental knowledge, skills and values to students who have the desire to become fashion entrepreneurs in the future, with a focus on start-up and small-scale business. The course will be taught through lectures, but will also include external guest speakers' seminars, workshops, projects on practical fashion businesses, visits to fashion companies / boutiques, exhibitions and fashion shows.

Prerequisite: Nil  
Assessment: 100% coursework

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**GCIN2025. Strategic fashion branding and marketing (6 credits)**

This course allows students to learn the strategic theory and practices of branding and marketing in the fashion industry through lectures, external guest speakers' seminars and visits to fashion boutiques, design studios and fashion companies. The course covers consumers' behavior, branding through products development, fashion communication strategy, fashion advertising, celebrity endorsement, marketing events, public relations and sales promotion.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2026. Applied law to creative industries and laws: An introduction (6 credits)**

The development of creative industries requires a business-friendly environment plus a legal environment which respect the rule of law. This course explores the changing interface between the creative industries and law. By studying the fundamental legal principles behind the economic development of the creative industries such as contracts, the company, competition and intellectual property, students will be able to learn about how the changes in laws may facilitate or hamper the business environment for creative industries, or whether these laws may stimulate more creativity in the work place or hinder the creativity by putting more legal restrictions. Apart from Hong Kong materials, discussion may also be extended to some jurisdictions such as Greater China region and Asia Pacific countries.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2027. Intellectual property, knowledge and creativity: Mapping out the legal issues (6 credits)**

The legal principles on the protection of international intellectual property form the basis of the values of creativity goods. These also provide the framework for national protection of intellectual property, though adaptations may be necessary taking into account of the different path of economic development in different countries. This course aims to provide basic legal principles of the international intellectual property rights protection at international level, such as the protection under TRIPs and WIPO. In addition, international and regional institutions aiming at protecting intellectual property rights would also be closely examined. Finally, in consideration of the technological innovations, this course will also examine the ways how different government authorities deal with on-line privacy and digital law enforcement.

Prerequisite: **GCIN2026**

Assessment: 100% coursework

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**GCIN2029. Understanding video games: How to design popular culture (6 credits)**

The course looks at how elements in video games are drawn from existing popular culture and other cultural products, and focuses in particular on the socio-cultural relations linking gaming with social values, cultural beliefs, art and literature, politics, and money. It is taught primarily by lectures and class work, and is attentive to both commercial and independent video games, comparing what we find there with elements found in other established forms of culture, modern or traditional, commercialized or independent. It thus looks at how video games are embedded in a larger and deeper context of cultural organization and practices that brings together different worlds, and tries to explain why they took a certain form, and why they are so popular and successful.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2033. Gender and creative industries: An introduction (6 credits)**

This course investigates gender issues in the creative and cultural industries. The creative and cultural industries cover business-related industries such as films, TV, video and music industries, but also cultural sectors such as museums, galleries and libraries. However, given that a large number of female workers and activists are working in the creative industries, the problem of unequal gender opportunities still exists. Women are still often perceived to be less creative than men. The unequal and unnoticed lives of women are often obscured by high-profile and highly-paid male workers who normally assume the leadership roles in the creative industries. Further, the gender-related barriers that exist in other industry sectors are also prevalent within the creative and cultural sectors. The key issues in the creative industries are exemplified by the opportunity gap, wage gap and perception gap. By analysing the development of selected sectors of the creative industries, this course explore discriminatory issues relating to gender and the ways and means available to narrow inequality between men and women.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2034. Political communication, cultural policy and creative industries (6 credits)**

This course provides an overview of political communication theories, modes, means and institutions, aiming to understand the role of communication, media and public relations in the political context. Key areas covered by the course include prevalent political communication theories, trends, the role and impact of communication in the public opinion process, elections, debates, political campaigning and advertising, art and visuality, and popular culture.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2035. Digital economy, media and entertainment (6 credits)**

This course provides a critical introduction to the latest development of the media and entertainment industries in the digital economy. It introduces the key approaches and perspectives to the study of the global media and entertainment industries. It invites students to examine the impact of digitalization on the production, circulation, consumption and regulation of media and entertainment content. It also interrogates the changing organization and management of the media and entertainment industries. Drawing on international and especially Asian cases, the course explains the emergence of the major digital entertainment forms today including social media, video games, online videos and live-streaming and digital animation and visual effects.

Prerequisite: Nil

Assessment: 100% coursework

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**GCIN2036. Visual communication and marketing (6 credits)**

Visual communication (VC) not just concerns about the graphics and layout of a presentation or a product. When we do promotion or advertisement in both printed and non-printed media, VC is one of the key components to an effective communication. In order to achieve this in the business marketing, this course with multimedia lectures, case analysis and practical projects introduces the science behind our brains and

visual content, rules of visual design, sociolinguistics and cultural concerns, visual semiotics theories, information design, data visualisation, storytelling skills, and brand identity building in traditional, transitional, and new media.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2037. Marketing and managing fandom (6 credits)**

Fans are important assets that many of them are hardcore customers and loyal supporters to their objects of affection. This course, compiled with interdisciplinary lectures and case studies, will discuss the motivation, intention and personal development of a fan of someone or something, categorisation of stereotypes of fans, the formation of fandom as a community to share common fan ideologies and practices, strategies to manage and deal with conflicts between fans, non-fans and anti-fans, concerns of political and copyright issues, and possible online and offline marketing and management strategies in celebrities, ACG (anime, comics and games), sports, and brand businesses.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2038. Entertainment markets and digital audiences in Asia (6 credits)**

How the production, circulation and consumption of the entertainment content have been changed in the digital economy will be examined in this course and it highlights the changing role of audiences in the entertainment industries. The course will start with some of the core concepts and critical perspectives needed to understand the entertainment market in digital economy. By critically analyzing various case studies of the entertainment industries in Asia, it will then explore how digital technology have transformed but also established the entertainment markets. In the last part of the course, it will identify the various representations of digital audiences in the entertainment industries and investigate how the role of digital audiences has changed from the passive actors to the active participants involved in the digital entertainment industries. The assessment task enables students to develop a broad grasp of the general contextual circumstances of digital economy within which entertainment industries and markets organize and operate, and so is relevant to the role of digital audiences.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2039. New media and global popular culture industry (6 credits)**

Popular culture or low culture is not limited to be consumed as entertainment as it cultivates various sets of practices, beliefs, and shared meanings in societies. With social and cultural concerns, popular culture also plays an important role in the economy. This course sets with multimedia lectures, experience sharing and field studies, will let students to explore the businesses, collaboration between businesses, as well as individual participants like KOLs and daigou-ers who contribute to the socioeconomics in the global popular culture industry, such as popular music, celebrities, ACG, and new media industries, in the digital age.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2041. Legal protection of creative industries in international perspectives (6 credits)**

This course aims to give a critical introduction and discussion of the international trading system and the international trade laws, and how these helps to shape and define the creative industries nowadays. The course will trace the origins of the international trading system and its development after the Second World War and examines how international trade laws help to foster the economic development of creative industries in global perspectives. In addition, this course will provide critical analysis of the national and transboundary legal issues of the creative industries and how these would be resolved by international institutions.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2042. Selected topics in creative industries and law (6 credits)**

The practitioners of the creative industries have to face legal issues from time to time. For example, practitioners from the music industry need to face the legal issue of internet music service; the film industry may also need to know the legal rights of the impact of OTT service; and the gaming industry may also need to face the legal issue of money laundering. The rapid development of the creative industries has some common issues such as copyrights and patent but there are some issues which are unique to creative industries such as cyber-crimes and fraud. This course would trace the origins and development of such issues and critically examine the ways and means to tackle these issues.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2043. Traditional knowledge, creativity and laws (6 credits)**

This course provides an overview of the traditional knowledge, its theories, modes, means and institutions, aiming to understanding the relationship of it with creativity, and the legal protection which helps to offer more support to local community. Key areas covered by the course include the theory of traditional knowledge and creativity, the legal protection of traditional knowledge in national and global perspectives, the traditional cultural expression and creativity, the trade mark and patent of the traditional knowledge, the roles of WIPO and international economic cooperation in promoting and protecting traditional knowledge.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2044. Principles in branding and advertising (6 credits)**

This course provides an overview of the theories in brand building and how advertising contributes to the successful development of a “Brand”. Key areas covered by the course include fundamental theories in branding, brand imagery, positioning and loyalty building, different types of advertising, the ecosystem within the creative and advertising industry and how different culture have its impact on the execution and style of advertising in various countries.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2045. Commercialisation of brands (6 credits)**

This course highlights the importance of commercialisation of a brand and provides an overview of the theories and practical strategies for implementation. Key areas covered by the course include identification of brand values, market identification, various options on commercialisation and business models, effective distribution and effective business planning and tracking.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2046. Corporate branding and communications (6 credits)**

This course provides an overview of the theories in corporate brand building and how corporate communications contributes to portraying, establishing and preserving a corporate brand. Key areas covered by the course include fundamental theories in corporate branding, roles of corporate communications, public/media relations, crisis management, brand advocacy and examine the ecosystem within the creative and public relations industry.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2047. Luxury brand and service marketing (6 credits)**

This course provides an overview of branding strategies in the luxury markets and contrast it with the approach in service/intangible goods marketing. Key areas covered by the course include the definition and contribution of the luxury markets, luxury brand positioning and loyalty building strategies with in-depth examination of the industry dynamics within a few luxury sectors such as jewellery and watches, fashion & beauty. The course would also study how emotional selling and event marketing contribute to building luxury and service brands.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2048. Political economy of creative industries (6 credits)**

This course aims to examine the creative industries in relation to the prevailing political and economic processes in the society – specifically, the incentives, relationships, and distribution and contestation of power between different agents and stakeholders within the industry. Such an analysis can support more politically feasible and therefore more effective development strategies by setting realistic expectations of what can be achieved, over what timescale, and the risks involved. Students are expected to analyse cultural products and symbolic goods from the environmental, organisational, economic, business model point of view, to invent new business models and analyse cultural products in terms of their productions risk, and to examine cultural policies and creative industries/clusters policies.

Prerequisite: Nil

Assessment: 100% coursework

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#### **GCIN2049. Ethics and cultural policy in a global economy (6 credits)**

This course is designed to introduce the critical issues in relation to the formulation and implementation of cultural policy from a normative perspective. It will provide a broad but reasonably detailed examination

of the central issues of moral philosophy, notably nature of responsibility, business ethics, legal ethics, and will also consider how these can be applied to several contemporary problems in relation to the operation, engagement and development of industries. By employing a comparative perspective, cultural, political, institutional, economic and societal factors leading to the similarities and/or differences in the foundation and practice of cultural policy are examined with reference to the selected countries/regions. Upon the completion of this course, students can and should be aware of the importance of morality in upholding professionalism, leadership, integrity, trust relations, diversify, fairness, and freedom of expression in the industries.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2051. Understanding cultural politics (6 credits)**

Cultural politics refers to the way that culture—including people’s attitudes, opinions, beliefs and perspectives, as well as the media and arts—shapes society and political opinion, and gives rise to social, economic and legal realities. This course is designed to address what is cultural about politics and what is political about culture by bringing together text and visual art that offer diverse modes of engagement with theory, cultural production, and politics, to analyse how cultural identities, agencies and actors, political issues and conflicts, and global media are linked, characterized, examined, and resolved, and to elucidate how cultural theories and practices intersect with and elucidate analyses of political power. Topics include representation and visual culture; media, film, and communications; popular and elite art forms; the politics of production and consumption; art and aesthetics; the culture industry; cities, architecture, and the spatial; sports and games; global capitalism; value and ideology; power, authority, and institutions; and identity and performance.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2052. Luxury markets in Europe (6 credits)**

The course examines the development of the luxury markets in Europe from a comparative perspective. It introduces students some basic concepts pertinent to luxury markets including ‘luxury market’ and ‘brand’. It is then followed by intensive discussions on various topics including branding and marketing of luxury goods, luxury brand management, and pricing and product assortment, as well as strategies of luxury brands. The second half of the course devotes to thorough discussion of various famous European brands through which students learn to analyze various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in Europe. This course enables students to identify the cultural specificity of the production, circulation and consumption of luxury goods in Europe and to reflect on the cultural concepts of aesthetic pleasure and embedded in the European luxury industrial context.

Prerequisite: Nil

Assessment: 100% coursework

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### **GCIN2053. Traditional cultures and the creative industries in the Arab world (6 credits)**

The course aims to examine how traditions/cultures are being reinvented, represented, reproduced and received in the process of cultural production in the Arab world. It explores how the cultural traditions may

contribute to the development of the creative industries in the Arab world. The course will be divided into three parts. In the first part, it examines rich cultural traditions in the Arab world. It is then followed by the examination of the relationship between cultural traditions and the development of the creative industries in the Arab world. Finally, this course, through various case studies, identifies the way that cultural traditions can be branded and marketed as cultural products in the Arab world.

Prerequisite: Nil

Assessment: 100% coursework

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Majors must select courses totaling 30 credits from the following list of electives with at least 18 credits from the same category (out of Category I to V).

Minors must select courses totaling 18 credits from the following list of electives from one category (out of Category I to V).

*{Note:*

*Not all courses are offered in a given semester; students should check with individual units on course availability; students should also check on course prerequisites and other enrollment restrictions.}*

### **Category I: Digital Media and Entertainment**

#### *School of English*

ENGL2103. Language and digital media (6 credits)

#### *School of Modern Languages and Cultures*

AMER2064. Art, time, and new media (6 credits)

AMER2070. Connecting East Asia and the Americas: A multimedia odyssey (6 credits)

GCIN2012. Introduction to video games studies (6 credits)

GCIN2013. Understanding Japanese video game industry (6 credits)

GCIN2020. New media and social media (6 credits)

GCIN2029. Understanding video games: How to design popular culture (6 credits)

GCIN2035. Digital economy, media and entertainment (6 credits)

GCIN2038. Entertainment markets and digital audiences in Asia (6 credits)

GCIN2039. New media and global popular culture industry (6 credits)

### **Category II: Intellectual Property Rights and Ethical Issues**

#### *School of Modern Languages and Cultures*

AMER2058. Rethinking law in modern and contemporary art (6 credits)

AMER2066. Art and crime (6 credits)

GCIN2026. Applied law to creative industries and laws: An introduction (6 credits)

GCIN2027. Intellectual property, knowledge and creativity: Mapping out the legal issues (6 credits)

GCIN2041. Legal protection of creative industries in international perspectives (6 credits)

GCIN2042. Selected topics in creative industries and law (6 credits)

GCIN2043. Traditional knowledge, creativity and laws (6 credits)

#### *Faculty of Social Sciences*

SOCI2006. Critical issues in media studies (6 credits)

### **Category III: Branding, Marketing, and Advertising**

*School of Chinese*

HKGS2012. Shop till you drop: the symbols of consumer culture in Hong Kong (6 credits)

*School of Modern Languages and Cultures*

AMER2071. Practically joking: Humor and the creative impulse (6 credits)  
GCIN2008. Advertising: cultural and organizational dynamics (6 credits)  
GCIN2017. Luxury markets in East Asia (6 credits)  
GCIN2025. Strategic fashion branding and marketing (6 credits)  
GCIN2036. Visual communication and marketing (6 credits)  
GCIN2037. Marketing and managing fandom (6 credits)  
GCIN2044. Principles in branding and advertising (6 credits)  
GCIN2045. Commercialisation of brands (6 credits)  
GCIN2046. Corporate branding and communications (6 credits)  
GCIN2047. Luxury brand and service marketing (6 credits)  
GCIN2052. Luxury markets in Europe (6 credits)  
JAPN2010. Japanese business: an anthropological introduction (6 credits)

*Faculty of Business and Economics*

MKTG3501. Consumer behaviour (6 credits)  
MKTG3511. Advertising management (6 credits)  
MKTG3523. Global marketing (6 credits)  
MKTG3525. Services marketing (6 credits)

*Faculty of Social Sciences*

SOCI2089. Japanese consumer society and popular culture (6 credits)

**Category IV: Cultural Policy, Governance, and Politics**

*School of Modern Languages and Cultures*

AMER2072. Field trip: Between nostalgia and forgetting, the global exhibition industry (6 credits)  
GCIN2033. Gender and creative industries: An introduction (6 credits)  
GCIN2034. Political communication, cultural policy and creative industries (6 credits)  
GCIN2048. Political economy of creative industries (6 credits)  
GCIN2049. Ethics and cultural policy in a global economy (6 credits)  
GCIN2051. Understanding cultural politics (6 credits)  
GCIN2053. Traditional cultures and the creative industries in the Arab world (6 credits)  
SINO2008. World heritage in Asia (6 credits)

*Faculty of Social Sciences*

SOCI2077. Media, culture and communication in contemporary China (6 credits)  
SOCI2080. Media and culture in modern societies (6 credits)  
SOCI2085. Understanding media (6 credits)

**Category V: Management in Creative Industries**

*School of Humanities*

ARTH2056. Museum studies workshop (6 credits)  
MUSI2079. Introduction to arts administration (6 credits)

*School of Modern Languages and Cultures*

- AMER2065. Radical artistic practice in the shadow of Hollywood (6 credits)
- AMER2067. Making money: Art, culture, and economics (6 credits)
- GCIN2001. Creative industries in practice: Labor, organization and management (6 credits)
- GCIN2009. Art worlds: Aesthetics, money, and markets (6 credits)
- GCIN2015. Entrepreneurship in creative industries (6 credits)
- GCIN2016. Financing for creative industries (6 credits)
- GCIN2019. The arts entrepreneurship in Hong Kong (6 credits)
- GCIN2021. Creative industries, supply chain management and business model innovations (6 credits)
- GCIN2023. Fashion entrepreneurship (6 credits)

*Faculty of Social Sciences*

- SOCI2086. Sociology of art (6 credits)

**Category VI: Experiential Learning in Creative Industries**

*School of Modern Languages and Cultures*

- GCIN2005. Internship in global creative industries (6 credits)