

## **Global Creative Industries**

Please refer to [https://arts.hku.hk/2022docs/BA\\_syl\\_2024\\_25.pdf](https://arts.hku.hk/2022docs/BA_syl_2024_25.pdf) for the details of the syllabus and course descriptions.

### Semester 1

- GCIN1001. Introduction to global creative industries (6 credits)
- GLAS2001. Research methods in Global and Area Studies (6 credits)
- GCIN2002. Commercializing creativity: A cultural critique (6 credits)
- GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)
- GCIN2005. Internship fieldwork in global creative industries (6 credits)
- GCIN2020. New media and social media (6 credits)
- GCIN2033. Gender and creative industries: An introduction (6 credits)
- GCIN2035. Digital economy, media and entertainment (6 credits)
- GCIN2038. Entertainment markets and digital audiences in Asia (6 credits)
- GCIN2040. Research methods in creative industries (6 credits)
- GCIN4001. Global creative industries research project (capstone experience) (6 credits)
- GCIN4002. Global creative industries internship (capstone experience) (6 credits)

### Semester 2

- GCIN2005. Internship fieldwork in global creative industries (6 credits)
- GCIN2023. Fashion entrepreneurship (6 credits)
- GCIN2036. Visual communication and marketing (6 credits)
- GCIN2039. New media and global popular culture industry (6 credits)
- GCIN2046. Corporate branding and communications (6 credits)
- GCIN2051. Understanding cultural politics (6 credits)
- GCIN4001. Global creative industries research project (capstone experience) (6 credits)
- GCIN4002. Global creative industries internship (capstone experience) (6 credits)

\* The offering of courses is subject to Programme Director's final decision.