

GLOBAL MEDIA & ENTERTAINMENT

EXPERIENTIAL LEARNING



OVERVIEW

As social and business climates evolve, media and entertainment are forced to keep up with these changes on global and local scales. Experiencing top destinations in the media and entertainment industries, provides students insights into the tremendous linkages between media, entertainment, culture, and global trends. Students will learn not just about media and entertainment industries but how these industries intersect with and impact broader economies in markets such as tourism, consumer behaviors, marketing, and technology.

TRENDING MEDIA & ENTERTAINMENT DESTINATIONS

› New York City, New York

- Both historic and innovative, Manhattan media and entertainment sectors are continuously growing. As a technology hub, the city offers many crossovers from technology in media and entertainment. As a top global destination, it offers many cultural entertainment activities as well.
 - › *Suggested City Pairing: Montreal, Canada*

› Chicago, Illinois

- Chicago boasts a diversified economy and a stronghold for many industries, including media-related industries from publishing and printing to broadcast and athletics. Notably, Chicago is the 3rd largest radio market in the US and home to some of the largest global publishing organizations.
 - › *Suggested City Pairing: Toronto, Canada*

› Barcelona, Spain

- This colorful city is a dynamic destination featuring an innovative, creative and productive environment for entertainment and media industries. Barcelona is uniquely positioned for crossover between media, entertainment and leading industries across the board.
 - › *Suggested City Pairing: Rome, Italy*



› **Seoul, South Korea**

- Media in South Korea has recently attracted a global audience, from film and television to music. Seoul is the hub of media in South Korea, offering in depth cultural insights and the opportunity to examine them through the lens of the industry.
 - › *Suggested City Pairing: Tokyo, Japan*

› **Munich, Germany**

- Well ahead of the curve, Munich's emphasis on technology and has earned them leading positions in arenas from publishing and TV to radio, Internet and live entertainment. With a myriad of industries implications, Munich offers limitless options for comparison and contrast.
 - › *Suggested City Pairing: London, United Kingdom*

› **Dubai, United Arab Emirates**

- The UAE has emerged as a Middle Eastern stronghold for culture, media and entertainment, in large part to strategic partnerships with US firms. Aided by the development of an official "media zone," the UAE seeks to establish itself as a content creation destination.
 - › *Suggested City Pairing: Mumbai, India*

SAMPLE ENGAGEMENT TOPICS

- › Exploring the Impact of Media on Local and Global Culture
- › The Convergence of Technology, Media, and Entertainment
- › Maximizing Media and Entertainment to Boost Local Economy
- › Innovations and Strategies in Consumer Marketing and Media
- › Cultural Influences on Global Entertainment
- › Intersection and Insights of Media and Consumer Marketing

TIME FRAME

- › 7-10 days in country
- › 4-6 unique organizational meeting and experiential learning opportunities
- › 2-4 days of cultural engagements

HOW IT WORKS

- › Each program has a dedicated Curriculum Coordinator to customize educational experiences to meet your learning objectives
- › During the months preceding your program, your Curriculum Coordinator works with you and company partners in-country to curate engagements within key destination industries
- › Engagements typically last 1.5 – 2 hours, encompassing a strategic presentation by the host organization, Q&A, discussion, and a tour (where possible)

Our aim is to customize each and every program to your learning objectives, and we encourage you to discuss your specific destination and theme ideas with your Program Development Manager.