



MAY 29 - JUNE 12, 2025

SOUTH KOREA

ENTERTAINMENT & SPORTS BUSINESS



BUS 4820 - International Destinations and the United States: Cross-Cultural Analysis

According to global research, conducted by the Korean Ministry of Culture, Sports and Tourism in 2022, entertainment content from Korea ranked 1st place among international content, including movies, TV series (K-Drama), and music (K-pop) through various media channels. The purpose of this faculty-led program is to investigate factors that contribute to the success of K-contents and help interested students exploring career opportunities in the future. This study abroad program will include visiting entertainment agencies, broadcast-ing studios, concert venues, meet and interview key personnel in the entertainment businesses, and experience various Korean culture, including Korean food, landmarks of Seoul metropolitan area, and the life of Seoulite.

1st 5-Week
Summer
Session of
Summer 2025

Open to all Majors!

Area of Study:
International Business
and Marketing

Class Level:
Sophomore,
Junior, Senior,
Graduate

Application
Deadline:
02/15/2025



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