

2025학년도 1학기 강의계획서

기본정보

강좌명	Korean Music Business	교강사명	박정혁(국제대학 글로벌한국학과)
학수번호	AS300900	사무실/연구실	casperam@khu.ac.kr
이수구분	전공선택	연락처	로그인하세요
개설학과	국제대학 아시아학과 아시아학		로그인하세요
학점	3	이메일	로그인하세요
강의시간 강의실	박정혁 목13:30-16:15 국103호	홈페이지	[개인용] This class is held on the Global Campus. (It is far from Seoul Campus, so please check it out) [수업용] All notices will be announced through e-campus, please make sure to check
영어강좌여부	전체영어강좌	면담시간	

선수과목

조회된 데이터가 존재하지 않습니다.

수업개요 및 목표

수업개요	The Keyword of this class is the <SENSE> There are various jobs and roles in the music market. But in this field, there should be a 'sense' basically These contents will be applicable to your future job even if you don't necessarily get a job in the music market
수업목표	This field is my major field In particular, the music business needs to activate more theories and sensory abilities Therefore, I will compress a wide range of contents and provide the necessary information All you need to do is understand the music and study the special skills that are only necessary in the music business 1.The importance of references 2.How you can create an album even if you haven't learned music (This is not to say that you should become a musician, but this shift in thinking can be applied to any field of interest)

수업운영방식

	대면수업	비대면 수업(e-campus)			대면 + 비대면 병행 (대면 + e-campus)		
		실시간 비대면 수업 (zoom)	비실시간 비대면 수업 (contents)	실시간+비실시간 비대면 수업 (zoom+contents)	대면 + 실시간 비대면 수업 (대면+zoom)	대면 + 비실시간 비대면 수업 (대면+contents)	대면+실시간+비실시간비대면 수업 (대면+zoom+contents)
						○	
수업 운영방식	추가설명	Week 1-8 is [online non-live classes, Video lecture] (through e-campus) -It was judged that half of the class was online and half offline was fair to everyone (Exchange students, please check this part and consider taking the course) -Please refer to the orientation for class and attendance information. Week 9-15 is an [offline class]. -Departmental rules require that final exams must be taken offline.					

수업유형 및 방법

	이론강의	실험/실습	실기	ABEEK설계	현장학습	캡스톤디자인	기타
	70%	0%	30%	0%	0%	0%	0%
수업유형	수업유형 추가설명	This class is conducted through most theories and some practical skills. In the first half of the class (online), we will focus on music & music business theories. (Video lectures have the advantage of being able to review) In the second half of the class, It takes a lot of thought through freer topics.					

	토의/토론	특강/세미나	팀별발표	개별발표	시청각	온라인강의	e-campus활용
						○	○
수업방법	PBL/CBL	이론강의	실험/실습	실기	유인물	견학/현장강의	기타
		○		○			
수업진행 추가설명	This class can change the subject of the class according to your request.						

교재 및 참고자료

교재구분	서명	저자명	출판사	출판년도	ISBN
교재 및 참고자료	1	대중음악강의	민은기	BOOKERS	2016
	2	케이팝인사이트	박선민	북코리아	2020
	3	엔터테인먼트산업의이해	유진룡 외 24명	넥서스 BIZ	2014
	4	예술경영	김주호 외 1명	김영사	2008
	5	엔터테인먼트사의 25가지 업무 비밀	김진우	민음인	2022

교재구분	서명	저자명	출판사	출판년도	ISBN
6	K-POP 뮤직비즈니스의 이해	유동길	엑시무 (Aximu)	2015	
7					
8					
9					
10					
추가문헌 및 자료	*You don't have to buy textbooks. All materials are uploaded to e-campus.				

평가방법

평가항목	평가비율(%)	추 가 설 명
중간고사	30%	
기말고사	30%	
과제보고서	0%	
발표	0%	
출석	30%	
기타	10%	

주별강의내용

차시	날짜	강의주제 및 내용	비고 (주차별 수업방법, 과제 등)
1주	3/4 ~ 3/10	Orientation	Online non-live (e-campus Video Recording Lecture)
2주	3/11 ~ 3/17	Chapter 1. History and genres of music History of Music 1 *Classical Music	Online non-live (e-campus Video Recording Lecture)
3주	3/18 ~ 3/24	History of Music 2 *Pop Music	Online non-live (e-campus Video Recording Lecture)
4주	3/25 ~ 3/31	History of Music 3 *K-Pop & Korean Pop Music **Description of the midterm	Online non-live (e-campus Video Recording Lecture)

차시	날짜	강의주제 및 내용	비고 (주차별 수업방법, 과제 등)
5주	4/1 ~ 4/7	Chapter 2. Understanding music production Music Production 1 *Organization and order in production	Online non-live (e-campus Video Recording Lecture)
6주	4/8 ~ 4/14	Music Production 2 *Planning and working on an album	Online non-live (e-campus Video Recording Lecture)
7주	4/15 ~ 4/21	Music Production 3 *Album Production	Online non-live (e-campus Video Recording Lecture)
8주	4/22 ~ 4/28	Midterm exam [Create music playlists] 1. Make sure to showcase your own style 2. Let the commercial and the artistic coexist -Tips 1. Understand why the public likes certain music and not 'just your own tastes' 2. look at the power of genres and the culture within them -What you get (think about which companies will create the most playlists) 1. Get to know your tastes (why do I like this?) 2. Keeping in the public eye and meeting their wants and needs 3. Realize Monetization with Music 4. Portfolio for getting a job in the music market 5. Understand music and genres	Submit to e-campus
9주	4/29 ~ 5/5	Chapter X. Modern Music Production	Face-to-face class (in the classroom)
10주	5/6 ~ 5/12	Chapter 3. Korean Music Market Korean Music Market 1 *Detailed album distribution system	Face-to-face class (in the classroom)
11주	5/13 ~ 5/19	Korean Music Market 2 *Crews, labels, and entertainment(Create a career for a career) **Final Exam Description	Face-to-face class (in the classroom)
12주	5/20 ~ 5/26	Chapter 3. Korean Music Business Korean Music Business 1 *Features and key points of the Korean music business **Marketing strategies and tools used in the music business	Offline (face-to-face)
13주	5/27 ~ 6/2	Korean Music Business 2 *Credits	Offline (face-to-face)
14주	6/3 ~ 6/9	Business and the entertainment industry through movie	Offline (face-to-face) No attendance check

차시	날짜	강의주제 및 내용	비고 (주차별 수업방법, 과제 등)
15주	6/10 ~ 6/16	Final exam [Plan a digital single album and submit music mp3 files] (Sources and methods for creating music will be distributed in Week 11) !!!You will never need money to make music for your final exam!!! (You'll get better results with the paid version, but to be fair, I'll put a limit on it) -Tips 1.Make sure your intended plan is well represented in the music	Offline (face-to-face)
16주	6/17 ~ 6/23	makeup class	-
기타			
과제			
수업 안내사항			

장애학생지원내용

강의수강관련	시각장애: 디지털교재, 확대교재, 강의 녹취, 대필도우미 허용 지체장애: 대필도우미 및 수업보조 도우미 허용 청각장애: 대필 및 문자통역 도우미 활동 허용, 강의 녹취허용 건강장애: 질병 등으로 인한 결석에 대한 출석 인정, 대필 도우미 허용 학습장애: 대필도우미 허용 지적장애/자폐성장애: 대필도우미 및 수업멘토 허용
과제 및 평가관련	과제 제출 및 응답 방식의 조정, 평가시간 연장, 평가 문항 제시 및 응답 방식의 조정, 별도 고사실 제공, 개별화 과제 제출 및 대체 평가 실시 과제 및 평가관련 :*장애유형, 정도에 따라 지원 내용이 다를 수 있음
비고	본 과목을 수강하는 장애학생은 수업에 필요한 별도의 지원이 필요한 경우, 담당교강사 및 장애학생지원센터 (서울 02-961-2104~5, 국제 031-201-3460~1)로 필요한 사항을 요청하기 바랍니다.