

New Business models for new media

ECTS : 3

Description du contenu de l'enseignement :

- Designing new business model in the media industry.
 - Brainstorming methods.
 - Doing a business plan.
 - Group project management.
 - Building a proof of concept.
 - Pitching a project in a professional context.
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- During a one-week project timeframe, designing & building a new media & its business model.
 - Working with journalism students to do so.
 - Assess the viability of the project with a business plan.
 - Create a light prototype of your new media.
 - Defend your project in front of a media professionals' jury.

Compétence à acquérir :

- Project Management.
- Creativity.
- Assess various type of media business models.
- Build a business plan.
- Communicating in a professional context.