

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.
- 
- 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.

**Document susceptible de mise à jour - 25/02/2026**

**Université Paris Dauphine - PSL** - Place du Maréchal de Lattre de Tassigny - 75775 PARIS Cedex 16