

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.

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