



Visiting Professor Program Academic Year 2024/2025

TEACHING COMMITMENT: 40 hours

COURSE TITLE

Cultural Industries and Global Markets

TEACHING PERIOD

2nd term

SCIENTIFIC AREA

Public Economics

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The course aims to provide the tools for the theoretical and applied economic analysis of cultural and creative industries in global markets.

The first part of the course introduces the basic concepts related to the economic characteristics of cultural products and industries, such as the definition and measurement of cultural and creative sectors, demand, organization of production and supply of cultural products, the role of innovation and creativity in cultural industries.

The second part of the course, drawing on specific sectors as case studies, will address the effects of globalization and digital transformation on the cultural and creative industries.

LEARNING OBJECTIVES

At the end of the course the student is expected to have acquired knowledge related to:

- The economic characteristics of cultural products and services;

- The evolution of cultural markets and the organization of creative industries;
- the impact of the Internet and digitization on the production, access and dissemination of cultural content;
- the effect of globalization on cultural production and value chains;

At the end of the course, the student is expected to have acquired skills in developing critical and autonomous analyses on the organization of production and the dynamics of demand of cultural products and activities.

VISITING PROFESSOR PROFILE

The Visiting professor should have proven research and teaching experience in the field of economics and management of cultural and creative industries, with focus on digitization and innovation issues.

CONTACT REFERENT

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