

Title	<b><i>Korean Wave (Hallyu), fandom, and communication</i></b>
Codes	M-KH-E-201-FS-252602-01, M-KH-201-FS-252602-01, B-KH-201-FS-252602-01
Host	Future School
Location	Classroom / External venue

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
course week	n.a.	20	10	course week	2026 spring	

Recommendation
The course is open to all students who are interested in the <b>communication</b> methods, assets in the <b>creative and cultural industry</b> . The course introduces these assets through examples from the <b>South Korean music and film industry</b> . During the five days, students can work in teams and create unique solutions for fandom communication assets.

Short description
<p>The course introduces the communication methods of companies in the creative and cultural industry (CCI) through the example of the Hallyu (the Korean Wave) – South Korean music and film industry.</p> <p><b>Why</b> should the course be <b>chosen by students</b>?</p> <ul style="list-style-type: none"> <li>• They can spend a week in an interactive course where they can expand their knowledge and have fun.</li> <li>• They can gain practical information and experience in CCI marketing communication.</li> <li>• They can learn about a popular field of CCI – the Korean Wave – which they might not know yet. They can learn the basics about Korean culture.</li> <li>• They can be a part of an exciting project and can work together with other students. (Practicing teamwork.)</li> <li>• They can meet Korean professionals.</li> </ul>

Teachers			
Name	Contact information	Short BIO	Office hours
Éva Gajzágó, PhD.	egajzago@gmail.com	Éva Gajzágó is an associate professor at the Budapest University of Economics and Business (BUEB). She holds a Master's degree in Economics and Marketing, and she completed her Ph.D. in 2016 at the Doctoral School of Regional and Economic Sciences of Széchenyi István University in Hungary. Since 2017, she has been examining the cultural and creative industries (CCIs). She conducts research related to consumer behavior and marketing within the CCI, as well as in the field of development policies. She has a broad research network in Hallyu studies. She published several articles about Hallyu. She has experience in research project management, and in 2018, she led a research group examining the CCI in Budapest, Hungary. She won two research scholarships for Hallyu research – one in 2022 from OBIC and another in 2024 from the Korean Studies Grant - and spent two months in South Korea conducting interviews with CCI policy experts and examining the marketing activities of CCI companies.	by email appointment

Course scheduling			
Course format		Class appointments	
Daily classes during the course week		9-13 February 2026	
Details of each session's type and schedule, showing the teacher's role			
Week	Date	Weekly educational content	Studio/workshop
1	9 February	Introduction of CCI, and communication of companies in CCI Introduction of the teamwork task Playful test to measure the knowledge of students about the Korean culture	classroom
2	10 February	Visiting the Korean Cultural Center – introduction of Korean culture, K-pop, and K-dramas (Hallyu) Introduction of the fandom of Korean culture Giving further information about the practical task	KCC
3	11 February	How to make a communication plan? How to reach and influence fans in the music and film industry? – lectures with practical examples	classroom
4	12 February	Communication assets used in K-pop and in K-dramas New technology (AR, XR, VR, AI) used by Korean companies in Hallyu Working on the practical task	classroom

5	13 February	Evaluation of the work of students – involving Korean company representatives	classroom
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<b>Course completion requirements, prerequisites, and evaluation</b>				
Students' duties – <b>Students can choose one form the requirements below</b>				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Requirement 1. Designing (a draft of) an asset for a Korean company to connect fans – for instance, about a K-pop or K-drama event (e.g., postcard, invitation card, online banner, etc.)	Presentation	Regarding the requirements of companies*	13 February	100%
Requirement 2. Elaborate on a communication plan for a CCI company's event (e.g., for a K-pop or K-drama company)	Presentation	The plan should contain the chapters discussed during the course.	13 February	100%
<b>General requirements</b>				
* The tasks were given by Korean CCI companies, and during the evaluation, the representative of the company will discuss the results of the work with the students.				
General requirements: Students should participate in all the classes to learn about the methods of communication, about the needs of the fans, and about the planning stages. Understanding fandom and their involvement in Korean culture would also be essential to implement the task; thus, visiting the Korean Cultural Center can help students to implement the task in a better quality.				

<b>Course materials and literature</b>
<b>Mandatory literature</b>
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<b>Course notes and presentations</b>
Will be given to the students online.
<b>Recommended literature</b>
Belussi, F., & Sedita, S. R. (Eds.). (2013). <i>Managing situated creativity in cultural industries</i> . Routledge. Kolb, B. M. (2016). <i>Marketing strategy for creative and cultural industries</i> . Routledge. Troilo, G. (2017). <i>Marketing in creative industries: value, experience and creativity</i> . Bloomsbury Publishing.,

<b>Learning outcomes</b>	
Knowledge	<ul style="list-style-type: none"> <li>students will learn the basics about the creative and cultural industry (CCI)</li> <li>students will learn about the marketing communication methods and assets used in CCI</li> <li>studentss can gain practical knowledge about Hallyu</li> </ul>
Skills	<ul style="list-style-type: none"> <li>practical usage of the learnt methods and processes</li> <li>teamwork</li> <li>system approach</li> </ul>
Attitude	<ul style="list-style-type: none"> <li>understanding and tolerance to different cultures</li> <li>teamwork</li> </ul>

Autonomy and Responsibility	<ul style="list-style-type: none"> <li>• creating a creative work in teams</li> </ul>
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<b>Exemption</b>
No exemption may be granted from participation in, or completion of, the course.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
course week	-	100%
Course prerequisites	Is it available as an elective?	Course prerequisites
-	No	-

<b>Guidelines and rules for the use of artificial intelligence in the course</b>
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

<b>Equipment and materials needed from TechPark</b>	<b>Does TechPark provide this?</b>

<b>Other information, comments</b>
Students should bring and use a device (laptop, tablet) for implementing the design or the communication plan. One device per team would be needed, teams to be formed on first day.