



2023 Winter Online Journalism Program

American News Media: Business and Emerging Technology

Program dates:

Jan. 16 to Feb. 10, 2023

Program fee:

USD480 per person, includes:

- Online courses
- Media project coaching
- Learning Management System Moodle Registration and usage
- NC State Global Training Initiative Certificate
- Transcript

Learning Objectives

- Knowledge and understanding of the business practices of news media organizations in the United States, including the relationship between advertising and news content.
- Understanding of technological advancements in American news media, and its effect on the journalism process.
- Recognize American social media platforms' impact on news production and the audience.
- Apply knowledge to conduct a case study analysis of American news media content.

Case Study Project

Students will complete a case analysis study of an American news organization based on the principles learned in the course. The instructor will provide content and business profiles for five major American news organizations (New York Times, Wall Street Journal, CNN, NBC, ABC), and students may choose which organization to analyze for their project.



Apply by Jan. 3: go.ncsu.edu/gti-journalism

Program Calendar:

The lecture time will be 9:00-10:30 PM U.S. Eastern Time

Week1: Jan. 16-20

Jan. 16: Introduction American News Business Model

Jan. 18: Developing Technology in US Media

Jan. 19: Working in the Journalism Industry

Week 2: Jan. 23-27

Jan. 25: Media and Marketing Theories

Jan. 27: Applying Media and Marketing Theories

Week 3: Jan. 30-Feb. 3

Jan. 30: Introduction to Student Media Projects

Feb. 1: Online Audience Development

Week 4: Feb. 6-10

Feb. 6: Project Working Session

Feb. 10: Project Presentation and Program Feedback

Feb. 10: Final Project Submission



Admissions Requirements

- This program is only open to students from NC State partners' universities
- Undergraduate students, media, communication, foreign language, advertising, marketing, business majors, or the students in other majors but interested in this program
- English requirement: The entire course will be taught in English, the students need to have sufficient English level, please provide your CET 4, CET 6, TEM4 or University Entrance Exam English score as the English proficiency proof.

NC STATE UNIVERSITY

Global Training Initiative

More Information:

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