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KYUNG DONG  
UNIVERSITY  
취/업/사/관/학/교 경동대학교

Undergraduate Program in

# SNS Media and Film Production

Medium of Instruction: English (100%)

Duration of Study: 4 years

*We lead the world with new traditions!*

Apply Now



## Program Description

The bachelor of SNS Media and Film Production (SMFP) course is designed for creative minds passionate about Media and Film Production in the digital era with immense integration of SNS platforms into both businesses and individual lives. Combining the art of filmmaking with cutting-edge social media strategies, this program equips students with the technical skills, creative vision, and marketing expertise needed to excel in the rapidly evolving media landscape. Students learn various aspects of film production, from scriptwriting and cinematography to editing and visual effects, and master social media content creation, branding, and digital marketing techniques. With a strong emphasis on hands-on learning, collaborative projects, and global perspectives, the program prepares graduates to become innovative media professionals capable of shaping narratives that captivate audiences worldwide. Whether aspiring to create impactful films or lead successful digital campaigns, students in this program will be at the forefront of modern media innovations and their business implementations!

## Career Opportunities

The graduates of the SMFP program are well-equipped to pursue diverse and dynamic careers in the rapidly evolving fields of film, media, and digital communication including. They can work as directors, producers, cinematographers, or editors in Film Production; as content creators, influencers, or digital producers in Social Media Fields; as strategists or brand managers in Digital Marketing; as animators or motion graphic designers in Animation & VFX; as copywriters, art directors, or media planners in Marketing and Advertising; as producers, editors, or on-screen talents in Broadcast Media; as digital experience designers in UX Design fields. Creating impactful documentaries in Documentary Filmmaking or producing promotional materials and contents for Corporate Media or starting production companies or media studios as Entrepreneurs are some more examples of abundant career tracks our graduates can easily choose from. With their unique blend of creative and technical expertise, SMFP graduates are also prepared to adapt to emerging roles in the digital economy, making them valuable assets in any media-driven industry.

## Curriculum Components

Film Directing and Production	Storytelling	Animation and Visual Effects	SNS and Digital Content	Digital Marketing and Brand Management	Liberal Arts Education
Fundamentals of Film and Video Production	Storytelling and Scriptwriting	Fundamentals of Animation and Visual Effects	Introduction to Communication and Media Studies	Principles of Marketing and Branding	Understanding Korean Culture
Camera Operations and Techniques	Storyboarding and Concept Development	Audio Design and Sound Production	Principles of Social Media Platforms and Trends	Introduction to Digital Marketing	Statistics
Video Editing and Post-production Principles	Narrative Theories and Structures	Motion Graphics Essentials	Social Media Campaigns and Strategy	Brand Strategy and Identity Development	English Correspondence
Cinematography and Lighting Techniques	Storytelling for Animation	3D Modeling and Animation Techniques	Predictive Content and Audience Engagement	Content Marketing and Copywriting	Computer Applications
Documentary Filmmaking	Advanced Story Editing	VFX and Compositing	User Experience Design for Digital Media	Data Analytics for Marketing	Oral Communication
Advanced Cinematic Techniques	Emotion and Psychology in Storytelling	Thesis Capstone Project	Advanced Content Production for SNS	SEO, SEM, and Paid Media Strategies	Communication in Korean
Collaborative Film Project	Book-to-Screen Adaptation	Career Training Workshop	Seminar on Media Practices	Brand Management in Global Context	Public Speaking and Presentation Skills
					Creative Coding
					Social Media Ethics

***“Turn your passion for media into a global career!”***

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