**Case Study: Media Content Management System**

**Objective:**

Develop a menu-based console application to assess your proficiency in Core Java, MySQL, and JDBC. The application will simulate a media content management system for a communications and media company, allowing users to manage content, users, and subscriptions.

**Functionalities:**

1. **Content Management:**
   * Add new media content
   * View media content details
   * Update media content information
   * Delete media content
2. **User Management:**
   * Add a new user
   * View user details
   * Update user information
   * Delete a user
3. **Subscription Management:**
   * Create a new subscription
   * View subscription details
   * Update subscription information
   * Cancel a subscription

**Database Schema:**

* **Content Table:**
  + content\_id (Primary Key)
  + title
  + description
  + genre
  + release\_date
  + content\_type (e.g., movie, series, documentary)
* **User Table:**
  + user\_id (Primary Key)
  + username
  + email
  + date\_of\_birth
  + registration\_date
* **Subscription Table:**
  + subscription\_id (Primary Key)
  + user\_id (Foreign Key references User Table)
  + content\_id (Foreign Key references Content Table)
  + subscription\_date
  + expiry\_date
  + status (active/inactive)

**Requirements:**

* Develop a menu-based console application using Core Java.
* Use JDBC for interactions with the MySQL database.
* Implement menu options for managing media content, users, and subscriptions.
* Ensure that the application updates subscription statuses and handles user and content data efficiently.
* Handle exceptions effectively and provide user-friendly error messages.
* Ensure the application code is clean, well-documented, and follows standard coding conventions.

**Submission:**

* Submit the complete source code along with a README file that provides setup and usage instructions.
* Share your project by uploading it to a public GitHub repository.
* Provide the link to the GitHub repository to the coaches.