



APPLIES TO ACADEMIC YEAR 2010/2011

ELE 3718 Media Economics

Programme

Responsible for the course

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian and english

Introduction

This course deals with topics related to marketing, market communication, public relations, business and management.

Learning outcome

Acquired Knowledge

Students shall develop a basic understanding of how the media industry is organised, its business practices, operations, content and technology and policy regulation. Furthermore students will acquire an industry- perspective on both traditional media sectors as well as the digital media

Acquired Skills

Students shall be able to describe and explain the debates between different economic theories to current media issues as well as the major economic changes that have taken place. They shall be able to apply interpretation of research and economic theories in explaining media opportunities and risks for business enterprises as well as for marketing and public relations.

Reflection

The students shall develop an understanding of the key mechanisms in media economics and in an ethical perspective make a judgement of how these influences the media market and the media output.

Prerequisites

None

Compulsory reading

Books:

Albarran, Alan B., Chan-Olmsted, Sylvia M. and Wirth, Michael O., ed. 2006. Handbook of media management and economics. Mahwah, N.J. : L. Erlbaum Associates. Selected chapters
Doyle, Gillian. 2002. Understanding media economics. London : Sage. 184
Küng-Shankleman, Luc. 2008. Strategic management in the media : from theory to practice. London : Sage. Selected chapters
Picard, Robert G. 1989. Media economics : concepts and issues. Newbury Park, Calif. : Sage Publications. 1 og 2 (34 sider)
Shapiro, Carl and Hal R. Varian. 1999. Information rules : a strategic guide to the network economy. Boston, Mass. : Harvard Business School Press. 1,2,4,5 og 7 (145 sider)

Articles:

Bakker, Piet. 2002. Free Daily Newspapers - Business Models and Strategies. International Journal on Media Management. 4 (3). 180-187
Johnsen, Hallvard og Mona Solvoll. 2007. Demand for television sport. European Sport Management Quarterly. 4:7. 311-335
Picard, Robert. 2005. Unique Characteristics and Business Dynamics of Media Products. Journal of Media Business Studies. 2 (2). 61-69
Picard, Robert. 2008. Shifts in Newspaper Advertising Expenditures and Their Implications for the Future of Newspapers. Journalism Studies. 9(5). 704-716

Other:

Samling av artikler vil bli publisert på web

Recommended reading**Books:**

Doyle, Gillian. 2002. Media ownership : the economics and politics of convergence and concentration in the UK and European media. London : Sage

Course outline

- Introduction to media economics - key characteristics of the media (*Macro- and microeconomics, the firm, competitive market structures*)
- Public goods versus private goods (*Business models for television (PSB, commercial, Pay per view) and news production (online and print)*)
- Old and new supply chains in media – co-production with customers (*Growth strategies, convergence, expansion and integration, produsage in content-driven media*)
- Economics of media firms - “a market point of view” or “a social policy point of view” (*The advertising industry, public policy and consumer choices*)
- Characteristics of major media sectors (*Television, print and internet*)
- Digital media economics (*Business models, transaction cost theory, windowing, rights*)
- The global media economics – when Mecom came to Norway (*Media ownership, media houses, technological and cultural constrains and opportunities*)

Computer-based tools

No specified computer-based tools are required.

Learning process and workload

Teaching takes place throughout the semester organized as lectures (30 hours) and seminars (15 hours).

The lectures will cover important issues and theories of the field. The seminars will provide an arena for focussed discussion of these issues and theories. Attendance at the seminars is required and students are expected to analyse and present two cases.

Recommended workload in hours:

| Activity | Hours |
|---|------------|
| Attending lectures | 30 |
| Preparation for lectures | 45 |
| Seminars | 15 |
| Preparation for seminars with presentations | 30 |
| Self study/reading literature | 80 |
| Take-home exam | 50 |
| Total recommended use of time | 200 |

Use of hours

30 hours – Lectures

15 hours – Seminars

45 hours – Total

Examination

A 72-hour take home exam concludes the course.

The home examination is given over an assigned topic and can be solved individually or in groups of no more than three students. The home exam accounts for 100% of the course grade.

Examination code(s)

ELE 37181 - 72-hours take-home exam, counts for 100% to obtain final grade in ELE 3718 Media Economics, 7.5 credits.

Examination support materials

All support materials are permitted.

Examination support materials at written examinations are specified under exam information in our web-based Student handbook. Please note the use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

A re-sit will be possible in connection with the next scheduled course.

Additional information