



## ELE 3718 Media Economics

### Studium

Exchange Program, Valgkurs

### Kursansvarlig

Mona K Solvoll

### Institutt

Institutt for kommunikasjon og kultur

### Semester

Se studieplan for aktuelt studium

### Studiepoeng

7,5

### Undervisningsspråk

Engelsk

### Innledning

### Læringsmål

### Forkunnskaper

### Obligatorisk litteratur

#### Bøker:

Doyle, Gillian. 2013. Understanding media economics. 2nd ed. Sage. 232 pages

#### Artikler:

Online articles. Available from databases at the BI library.

Picard, R. 2005: Unique Characteristics and Business Dynamics of Media Products. Journal of Media Business Studies, 2(2), 61-69.9 pages, available from <http://www.jombpagecom/articles/2005224.pdf>

Johnsen, Hallvard og Mona Solvoll. 2007. Demand for television sport. European Sport Management Quarterly. 4:7. 311-335, 24 pages.

Eisenmann et al. (2006): Strategies for two- sided markets, Harvard Business Review, 11 pages.

#### Artikkelsamling:

2015. Compendium ELE 3718 Media Economics. Handelshøyskolen BI. (100 pages).

The compendium includes:

Shapiro and Varian.2000: Information Rules - a strategic guide to the Network Economy

- Chapter 3 Versioning Information, page 57-84, 28 pages

- Chapter 7 Networks and Positive Feedback, page 173-225, 53 pages

Caves, Richard E. 2000: Creative Industries: Contracts between Art and Commerce, Harvard University Press

- Introduction, 17 pages

- Chapter 8 The Nurture of Ten-Ton Turkeys, page 136- 145, 10 pages

Gaustad, Terje. 2002: The Problem of Excludability for Media and Entertainment Products in New Electronic Market Channels. Electronic Markets, volume 12, issue 4, 5 pages

Vogel, Harold L. 2011: Entertainment Industry Economics: A Guide for Financial Analysis (7th Edition), Cambridge University Press

- Chapter 1 Economic Perspective, 19 pages
- Chapter 2 Basic Elements, 12 pages

### **Anbefalt litteratur**

### **Emneoversikt**

### **Dataverktøy**

### **Læreprosess og tidsbruk**

### **Ressursbruk**

### **Eksamen**

### **Eksamenskode(r)**

### **Hjelpemidler til eksamen**

### **Kontinuasjon**

### **Tilleggsinformasjon**