

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2017/18**

Part I Course Overview

Course Title: Media Economics and Management

Course Code: COM5105

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to provide a survey on major principles, concepts, and theories in media economics in the context of increasing globalization and new media technology.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Examine and discuss the major issues in media economics in the contemporary world	25%	✓		
2.	Discover and evaluate the role of market competition in the creation, distribution and consumption of media products, and its impact on media industries	25%	✓		
3.	Critically analyze the complex interactions among media content providers, consumers, the advertising industry, and the advertisers	25%		✓	✓
4.	Apply principles, concepts, and theories in media economics to real-world media management and planning in a globalized environment	25%		✓	✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Attendance	Students are required to attend lecture each week during which major issues in media economics are discussed.	✓						2
On-line/class discussion	Students are asked to regularly discuss the topic using either on-line/class discussion.							NA

Group discussion	Under the guidance of the teacher, students will breakout into groups in tutorial sessions to examine, discuss, and evaluate various types of market competition, and how they shape and influence the creation, distribution and consumption of media products, and how they impact on media industries in the contemporary world.		✓					1
Case studies	Students will be asked to examine, in case studies, the complex and co-dependent relationships among content providers, advertisers, consumers, and the advertising industry.			✓				NA
Case analysis	Students in groups are asked to analyze a real-world media company by examining its products, corporate structure, market share, and market competition by applying relevant theories and research in media economics.			✓	✓			NA
Presentation	Each group is asked to present their research findings and solutions to their fellow classmates.							

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
There are two in-class quizzes.	✓				30%	
Students are assessed according to their effort in participating in class. They are expected to complete all in-class exercises, have active participation in class discussion, in giving comments, raising questions and contributing to reflective sharing and discussion in class. Students' effort in reading and understanding the assigned reference materials is also assessed.		✓	✓		20%	
Students in groups are expected to produce a 15 to 20-page group report. They are also expected to make a 15-minute group presentation.				✓	50%	
Examination: NA						
					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-class quizzes	Knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. In-class exercises and participation in class discussion	Students are assessed according to their effort in participating in class and performance in in-class exercise. Ability in giving comments, raising questions and contributing to reflective sharing and discussion in class.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group report and group presentation	<ul style="list-style-type: none"> - innovative ideas and critical attitude in analysing public administration issues; - abilities to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment; - research and communication skills to organize and generate new perspectives orally and in written papers 	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Advertising, audience rating, mass media, media consumer, media economics, market competition, market economy

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

Recommended Reading

1.	Alexander, A., Owers, J., & Carveth, R. (2004). <i>Media Economics: Theory and Practice</i> (3rd ed.). Mahwah, N.J.: Lawrence Erlbaum.
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Additional reading materials are to be assigned by instructors according to specific teaching needs.