

City University of Hong Kong

Information on a Course offered by Department of Media and Communication with effect from Semester A in 2014 / 2015

Part I

Course Title:	Media Economics and Management
Course Code:	COM5105
Course Duration:	1 Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims

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.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting
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%

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week
1	Students are required to attend lecture each week during which major issues in media economics are discussed.	2
	Students are asked to regularly discuss the topic using either on-line/class discussion.	NA
2	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
3	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
3, 4	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
	Each group is asked to present their research findings and solutions to their fellow classmates.	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting	Remarks
1	There are two in-class quizzes.	30%	
2, 3	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%	
4	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%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-...F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

Courses are graded according to the following schedule:

Letter Grade	Grading criteria in relation to CILOs
A+ A A-	High standard of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management. Highly innovative ideas and critical attitude in analysing public administration issues Strong abilities to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Excellent research and communication skills to organize and generate new perspectives orally and in written papers.

B+	Fairly good understanding of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management
B	Fairly innovative ideas and critical attitude in analysing public administration issues.
B-	Ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Good research and communication skills to organize and generate new perspectives orally and in written papers.
C+	Rudimentary understanding of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management.
C	Little innovative ideas and critical attitude in analysing public administration issues
C-	Weak ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Basic research and communication skills to organize and generate new perspectives orally and in written papers.
D	Poor understanding of knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management. Very little innovative ideas and critical attitude in analysing public administration issues Very little ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Weak research and communication skills to organize and generate new perspectives orally and in written papers.
F	Almost no knowledge of key concepts, underlying values, core issues, principles and dynamic process in public sector management. No innovative ideas and critical attitude in analysing public administration issues Almost no ability to apply the concepts and theories to analyse public administration issues in Hong Kong with reference to the local, regional and global environment. Very inadequate research and communication skills to organize and generate new perspectives orally and in written papers.

Part III

Keyword Syllabus

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

Recommended Reading

Text(s)

Alexander, A., Owers, J., & Carveth, R. (2004). *Media Economics: Theory and Practice* (3rd ed.). Mahwah, N.J.: Lawrence Erlbaum.

Other references / online resources

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