



Module 3A / Semester 3:	
Title of the course	European Media and Communication Markets
Coordinator of the course:	Karen DONDERS
Content/Description	This course provides an overview of European media markets. It provides an insight in the characteristics of media and communication goods and services; main revenue streams and main players; and new media trends. Topical issues/cases related to European media and communication markets, diverging interests of different players and strength/weaknesses/opportunities and threats receive special attention. The course relies in part on preparatory work of students, in particular on topical cases assigned to each student.
Workload: ECTS	6 ECTS Credits Total student working hours: 163 hours Attendance: 21 hours Practical; 15 hours Mandatory Reading: 64 hours Preparation of exercise: 19 hours Preparation of exam: 40 hours
Objectives	<p>This course contributes to the following general learning results of the master in communication studies:</p> <ul style="list-style-type: none"> • Students show in-depth knowledge, understanding and insight within the field of communication sciences and in relation to the latest evolutions and discussions at both the national and international level regarding <i>media, internet and globalization</i>. • Students act upon an open attitude in a culturally diverse international context. They critically reflect on their own (geographical, social, cultural, local, personal, ...) position. <p>Specific aims are:</p> <p>At the level of reproduction and understanding of the course materials:</p> <ul style="list-style-type: none"> • The student knows which characteristics different media services have (e.g., television production, radio broadcasting, social media, film) and can explain these characteristics and illustrate with examples. • The student knows what the structure is of different media markets (for product, Member State, big vs. small Member State level) and can explain this with examples. • The student knows which trends influence revenue models in European media markets and can explain this with examples. <p>At the level of application and analysis:</p> <ul style="list-style-type: none"> • The student can apply the course materials (e.g., characteristics of television production) to recent case studies (e.g., how can we explain that Endemol sells lots of formats, but is not profitable?). • The student can see the relations between different parts of the course, among others through identifying the differences and similarities between different media product and geographical markets (e.g., which trends are putting pressure on revenue models in the broadcasting and press market and do we see the same trends in both markets?) and explain these (e.g., revenue



	<p>models in the press sector are under pressure because people are less willing to pay for news + because online revenues from advertising are on average lower than is the case in traditional advertising => this is something we see in different European markets such as ...).</p> <p>At the level of evaluation and creation:</p> <ul style="list-style-type: none"> • The student can engage in the research of a topical issue, relate this to course materials, and write a succinct non-scientific essay on it. The essays should be descriptive, analytical and evaluative in nature. • The student can argue for or against a certain viewpoint throughout his/her essay and can defend this point in a structured, well-argued manner during class.
<p>Guest Lecturers (if applicable)</p>	<p>–</p>
<p>Grading</p>	
<p>The final grade is composed based on the following categories:</p> <ul style="list-style-type: none"> • Oral Exam determines 40% of the final mark. • Practical Exam determines 60% of the final mark. <p>Within the Oral Exam category, the following assignments need to be completed:</p> <p>Oral Exam with a relative weight of 40 which comprises 40% of the final mark.</p> <p>Within the Practical Exam category, the following assignments need to be completed:</p> <p>Essays with a relative weight of 40 which comprises 40% of the final mark.</p> <p>Participation_Discussion with a relative weight of 20 which comprises 20% of the final mark.</p> <p>Additional info with regard to grading</p> <p>Students are evaluated on:</p> <ul style="list-style-type: none"> • their essays on topical issues • their participation in class, in particular during group discussions • an oral examination 	

Important note

This syllabus describes the course as it was delivered in **Summer Semester 2016** Readers should note that courses of the DCLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.