Course Syllabus

Code - Course Title	**MEİ204U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. ERDAL DAĞTAŞ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Media Economy	
Week - 2		Ownership Problem and Monopolization Tendencies in the Media	
Week - 3		Advertising Industry and Media	
Week - 4		Press Management	
Week - 5		Midterm Exam Question Solution-1	
Week - 6		Midterm Exam Question Solution-2	
Week - 7		Economy and Management of Radio-Television Sector	
Week - 8		Economy and Management of the Cinema Industry	
Week - 9		New Media and Creative Industry	
Week - 10		Life of Employees in Media Businesses	
Week - 11		Final Exam Question Solution-1	
Week - 12		Final Exam Question Solution-2	

Learning Outcomes

#	Learning Outcome
1	Will be able to define the basic concepts of media economy and manegement.
2	Will be able to evaluate the media atmosphere in macro sense within the framework of concentration and ownership structures in the media.
3	Will be able to interpret the functioning of the advertising industry, which is one of the important income sources of both traditional and new media.

Learning Outcomes

#	Learning Outcome
4	Will be able to define press economy and management.
5	Will be able to explain the economy and management structure of the radio and television industry.
6	Will be able to discuss the economy and management structure of the cinema industry.
7	Will be able to evaluate the relationship between the creative industry, new economy and informational-promotional capitalism in the context of new media and social networks.
8	Will be able to explain the working conditions and social rights of intellectual workers in the media.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**