

COURSE DETAIL

ECONOMICS AND MARKETING OF THE MEDIA

Country

France

Host Institution

University of Bordeaux

Program(s)

University of Bordeaux

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

114

UCEAP Course Suffix**UCEAP Official Title**

ECONOMICS AND MARKETING OF THE MEDIA

UCEAP Transcript Title

ECON & MRKTNG MEDIA

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course is divided in two parts: Economy of the Media and Marketing of the Media. In the economy of the media part of the course, the following topics are covered: operating rules common to the media industry and specific to the media industry, the economic models of the media and the actors present in the media, the causes of the press crisis and the solutions provided by various stakeholders. The course explains the conditions of creation, production and diffusion of the products of the different media. Through the course, students are able to understand the economic specificities of the media companies (diffused products and characteristics of the markets). In the marketing of the media part of the course, new modes of communication and marketing are presented through numerous audiovisual examples. Students analyze new forms of advertising discourse and new types of advertising funding developed by the media. The objective is to sensitize the students to the new forms of advertising communication and to explain the intricate link between marketing and the media.

Language(s) of Instruction

French

Host Institution Course Number

LS13M45

Host Institution Course Title

ECONOMIE ET MARKETING DES MÉDIAS

Host Institution Campus

UNIVERSITÉ BORDEAUX MONTAIGNE

Host Institution Faculty

Host Institution Degree

Host Institution Department

Sciences de l'information et de la communication

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