

<b>BW22: Media Economics</b>				<b>Study Programme:</b>	B
<b>Module Type:</b>	<b>ECTS Credits:</b>	<b>Workload:</b>	<b>Study semester:</b>	<b>Module Duration:</b>	
Optional compulsory	12	360	3. or 5.	one semester	
<b>Courses (HPW=hours per week):</b>			<b>Contact hours:</b>	<b>Independent study:</b>	<b>Planned Group Size:</b>
Course 1: Media Economics – Lecture Part 1 (2 HPW)			30h	90h	30
Course 2: Media Economics – Lecture Part 2 (2 HPW)			30h	90h	30
Course 3 Methods of Media Economics – Tutorial (2 HPW)			30h	90h	30
<b>Intended Learning Outcomes (ILOs):</b>					
By the end of the module, students will be able to <ul style="list-style-type: none"> <li>- repeat and elucidate specific theoretical fundamentals of media economics;</li> <li>- adopt the gained theoretical basics self-reliant to similar questions;</li> <li>- repeat and analyse contents and argumentations of selected scientific literature contributions and</li> <li>- adopt the theoretical concepts to exercises.</li> </ul>					
<b>Key competencies:</b>					
<ul style="list-style-type: none"> <li>- Academic research and writing</li> <li>- Self-reliance skills</li> <li>- Critical thinking</li> <li>- Analytical skills</li> <li>- Willingness to learn and accomplish</li> <li>- Expressiveness (oral and written)</li> </ul>					
<b>Description/Contents:</b>					
<b>Course 1 and 2: Media Economics – Lecture Part 1 + 2</b> <ol style="list-style-type: none"> <li>1. Industrial economic basics</li> <li>2. Advertising</li> <li>3. Broadcasting stations: Programme termination and design</li> <li>4. Two-sided markets and advertising</li> <li>5. Combining products and price-setting</li> <li>6. Further selected aspects</li> </ol> <b>Course 2: Methods of Media Economics – Tutorial</b> Exercises for the contents of course 1 and 2.					
<b>Language:</b>					
The language of the module is German.					
<b>Teaching Methods:</b>					
Lectures, self-study, group work.					

<b>Module Applicability:</b>
B.Sc. Business Administration; B.Sc. Economics; B.Sc. Financial and Actuarial Mathematics.
<b>Pre-requisites/Requirements:</b>
Admission to study "Business Administration", "Economics" or "Financial and Actuarial Mathematics" for a Bachelor's degree.
<b>Examination Types:</b>
Comprehensive examination in the form of a written exam at the end of the winter semester (90 min).
<b>Requirements for Award of Credit Points:</b>
Successful participation in the exam. The exam will be passed if the grade is at least „sufficient“ (4,0).
<b>Availability:</b>
The module will be offered generally each winter term.
<b>Assessment:</b>
This course will be graded and is part of the calculation for the overall grade of your bachelor degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations.
<b>Person Responsible and Main Lecturer:</b>
Prof. Dr. Alexander Rasch and teaching/research assistants of the DICE.
<b>Further Information:</b>
Further information can be found at the website of the DICE. It is possible to write a project work during this module (BQ06, BQ07/BQV03, BQV04).

Stand: 12.01.2018