Module: Understanding Audiences: Media Marketing
Allocation of Marks: 60% Continual Assessment
                      40% Final Examination

Intended Module Learning Outcomes
On successful completion of this module, the learner will be able to:

1. Explain the core industry measures of media audiences and the key media
theories and approaches to audience behaviour.
2. Research the business strategies of individual media firms and demonstrate an
understanding of the wider markets the firm operates in.
3. Demonstrate understanding of the different regulatory environments firms face
in modern media markets
4. Discuss the basic principles of marketing and how they apply to media
businesses
5. Discuss the changing advertising sector, its impact on marketing firms and how
emerging trends in revenue generation are affecting media markets.

Module Objectives

This module gives learners a key link between the media content they produce on
other modules and the commercial context that content is part of. Learners become
conscious of the marketing and advertising context to their work and how that impacts
on measures of audiences, along with the regulatory, funding and intellectual property
aspects of commercial media. As the sources of media revenue continue to change
learners need an understanding of that process.

Module Aims

This module gives learners a comprehensive understanding of the creative and
communicative industry of which they will become a part. Key aspects of the media
sectors market structure and development will be addressed as will some key legal and
ethical issues.

Other areas covered include marketing, finance, government policy and
entrepreneurship in the media sector.

Module Curriculum

The Economics of the Media Industry
Media markets can be studied using the same theories and analytical tools as other
markets. Of added interest is the public good nature of many media products and this
means we study the topics below from both a commercial point of view and also
touching on the impact these factors are having on media audiences access to media
products.
Media market structures and features:
- Vertical and horizontal integration
- Concentration of ownership
- Transnational ownership
- The role of new technology
- Changing role of the consumer

Regulating Media Markets
Most markets have some form of regulation but this is a crucial issue in media markets. The power and type of regulation implemented can have profound implications for the type of products available and the audience interaction with them. Here we study:
- Who are the regulators, focusing mainly on the British, US and Irish examples and what sort of regulators should we have?
- The problems faced by regulators including dealing with new technologies
- Formulating objectives for regulators
- International media
- Dealing with concentration of ownership

Measuring Media Audiences
An introduction to audience theories, the active and inactive audience
Measuring media market audiences.
Case Study: The changing digital media user

Advertising and Audiences
Advertising is ubiquitous in modern media and without it the scale of current media market activity would not be feasible. It is one of the defining features in shaping the media products we consume. Here we study:
- The economics of advertising
- Why advertising
- Uses of advertising including persuasion, information and deterred market entry

Revenue generation and funding in media markets
Here we look at the economic rationale of media markets exploring examples like how films and TV products are funded and how media firms plan revenue flows. With the impact of new technologies on media markets this is a key area as old revenue streams are no longer delivering as much income while new opportunities for revenue generation are emerging.

Introduction to marketing Principles of Marketing Product Development Product Lifecycle Brands SWOT and PESTLE The Digital Marketing Environment

Legal issues
Protecting your copyright, respecting others. The idea of intellectual property, trademarks and patents. The copyright wars: Samsung, Apple, HTC, Microsoft and Google.