

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCE
COURSE SYLLABUS

Course Details				
Code	Academic Year			Semester
KKW428	4			8
Title	T	A	L	ECTS
Culture and Media Economy	2	-	-	4
Language	German			
Level	Undergraduate	X	Graduate	Postgraduate
Department / Program	Culture and Communication Sciences			
Forms of Teaching and Learning	Regular			
Course Type	Compulsory		Elective	
Objectives	This course aims to reveal the relationship between culture and media economy. It is envisaged to examine the characteristics of media field and businesses			
Content	Culture and Media is at the center of growing areas due to digitalization. The culture and media economy is analyzed in the context of the economy. Students recognize different international statistical categories and criteria for the definition and research of these growing areas, and also learn the specific conditions of the industry in the framework of technological, cultural, social and economic factors.			
Prerequisites	-			
Coordinator	Prof. Dr. Cem Sefa SÜTÇÜ			
Lecturer(s)	Prof. Dr. Cem Sefa SÜTÇÜ			
Assistant(s)	Research Assistant Büşra Fadim SARIKAYA			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Dreiskämper, Thomas (2013). Medienökonomie 1. Münster: LIT Verlag. Spiegel, Andreas (2006). Wachstumsstrategien in der Medienbranche. Wiesbaden: Deutscher Universitätsverlag.			
Other Sources	Zydorek, Christoph (2013). Einführung in die Medienwirtschaftslehre. Wiesbade: Springer Verlag			
Additional Course Material				
Documents	-			
Assignments	-			
Exams	-			
Course Composition				
Mathematics und Basic Sciences				%
Engineering				%

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Engineering Design		%
Social Sciences	100	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge		%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz		
Assignments		
Attendance		
Recitations		
Projects		
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	14	4	56
Assignments	14	2	28
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Work Load			114
ECTS Points (Total Work Load / Hours)			4

Learning Outcomes

1	Students who have successfully participated in the course can analyze certain developments in the field of culture in the context of economic development.
2	Students can use their information as a sample within the selected companies.
3	They can identify problematic developments and their development trends and present preventive factors.
4	This course provides information on the systematic relationships of technological, social, cultural and economic transformations.

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5	It gives an analytical perspective to complex developments. It provides the ability to use theory, model and evaluation criteria in practical tasks.
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Weekly Content

1	Introduction to Media Economics
2	Key Concepts in Media Economics
3	Economic Institutions
4	Media as Economic Goods
5	Media Productions
6	Economic Actors
7	MIDTERM EXAM
8	Economic Decisions
9	Finance Systems of Media Industries
10	Information Systems in Media Sector
11	Political Decision Systems from Economic Perspective
12	EXAM
13	-
14	-
15	-

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	4	4	4	4	4	-	-
2	4	4	4	4	4	-	-
3	4	4	4	4	4	-	-
4	4	4	4	4	4	-	-
5							
6							
7							
8							
9							

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10							
11							
12							
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High						
https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=209							
Compiled by:	Research Assistant Büşra Fadim SARIKAYA						
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