

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
COURSE SYLLABUS

Course Details					
<b>Code</b>		<b>Academic Year</b>		<b>Semester</b>	
KKW428		4		8	
<b>Title</b>		<b>T</b>	<b>U</b>	<b>L</b>	<b>ECTS</b>
Culture and Media Economy		2			4
<b>Language</b>	German				
<b>Level</b>	<b>Undergraduate</b>	<b>x</b>	<b>Graduate</b>		<b>Postgraduate</b>
<b>Department / Program</b>	Culture and Communication Sciences				
<b>Forms of Teaching and Learning</b>	Regular				
<b>Course Type</b>	<b>Compulsory</b>	<b>x</b>	<b>Elective</b>		
<b>Objectives</b>	This course aims to reveal the relationship between culture and media economy. It is envisaged to examine the characteristics of media field and businesses.				
<b>Content</b>	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.				
<b>Prerequisites</b>	-				
<b>Coordinator</b>	Dr. Enis Dinç				
<b>Lecturer(s)</b>	Dr. Enis Dinç				

<b>Assistant(s)</b>	-	
<b>Work Placement</b>	-	
<b>Recommended or Required Reading</b>		
<b>Books / Lecture Notes</b>	Dreiskämper, Thomas (2013). Medienökonomie 1. Münster: LIT Verlag. Spiegel, Andreas (2006). Wachstumsstrategien in der Medienbranche. Wiesbaden: Deutscher Universitätsverlag.	
<b>Other Sources</b>	Zydorek, Christoph (2013). Einführung in die Medienwirtschaftslehre. Wiesbade: Springer Verlag.	
<b>Additional Course Material</b>		
<b>Documents</b>	-	
<b>Assignments</b>	-	
<b>Exams</b>	-	
<b>Course Composition</b>		
<b>Social Sciences</b>	100	%
<b>Assessment</b>		
	<b>Count</b>	<b>Percentage (%)</b>
<b>Midterm Exam</b>	1	40
<b>Quiz</b>	-	-
<b>Assignments</b>	-	-
<b>Attendance</b>	-	-
<b>Recitations</b>	-	-
<b>Projects</b>	-	-
<b>Final Exam</b>	1	60
	<b>Total</b>	100

<b>ECTS Points and Workload</b>			
<b>Activity</b>	<b>Number</b>	<b>Duration</b>	<b>Total Workload (Hours)</b>
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
<b>Total Workload</b>			114
<b>ECTS Points (Total Workload/ 28)</b>			4
<b>Learning Outcomes</b>			
<b>1</b>	Students who have successfully participated in the course can analyze certain developments in the field of culture in the context of economic development.		
<b>2</b>	Students can use their information as a sample within the selected companies.		
<b>3</b>	They can identify problematic developments and their development trends and present preventive factors.		
<b>4</b>	This course provides information on the systematic relationships of technological, social, cultural and economic transformations.		
<b>5</b>	It gives an analytical perspective to complex developments. It provides the ability to use theory, model and evaluation criteria in practical tasks.		
<b>Weekly Content</b>			
<b>1</b>	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	MIDTERM 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	-	-

**Contribution Level:** 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<b>Compiled by:</b>	Research Assistant Ozan Can Selçuk
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