

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
JOU305	Media Economics	5	3	0	0	3	4

Prerequisites	
Admission Requirements	

Language of Instruction	
Course Type	
Course Level	Bachelor Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
1	Introduction to the media economics
2	The theories of media economics and the concepts
3	The factors affecting the media economics from inside and outside
4	The Structures of Media Markets
5	Media Markets Concentration
6	Media Markets in the World
7	Press Economy
8	Mid-Term
9	Radio and Television Economy
10	New Media Economy
11	Analysis of Media Economy in Turkey: Market Structures, Companies and Income Distributions
12	Analysis of Media Economy in Turkey: Regulatory Bodies and Public Service Broadcasting
13	Analysis of Media Economy in Turkey: Examples
14	Sustainability of Alternative Media and the business models