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	