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 |