

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

MEDIA MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA MANAGEMENT	YMİ4210596	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Esra OĞUZHAN				
Name of Lecturer(s)	Assist.Prof. Esra OĞUZHAN				
Assistant(s)					
Aim	The aim of this course is to provide the perspective of the media enterprises and media economy in our country and the world by transferring the position of the rapidly developing media enterprises after 1980 and their contributions to the economy.				
Course Content	This course contains; Global media and international media institutions,Definition of media industry ,Media production processes,Introduction to media economics,Past and modern economy systems,Monopolization in the media,Advertisement industry and media,Press management definition and properties,Production Processes in Media,Administration in traditional medya institutions ,Administration in new media institutions,Media industry and globalisation,International media nongovernmental inst. and union rights,Labor Processes in media ins; Working processes, rights and auditing.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
comprehend the definitions of media management			6, 9	A, D, G	
explain the relationship between media and economy			9	A, D, E	
examine the economic, administrative and social structure of media organizations			9	A, D, E	
explain the working conditions, rights and responsibilities of traditional media institutions and new media institutions employees			9	A, D, E	
Teaching Methods	6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Global media and international media institutions				
2	Definition of media industry				
3	Media production processes				
4	Introduction to media economics				
5	Past and modern economy systems				
6	Monopolization in the media				
7	Advertisement industry and media				
8	Press management definition and properties				
9	Production Processes in Media				
10	Administration in traditional medya institutions				
11	Administration in new media institutions				
12	Media industry and globalisation				
13	International media nongovernmental inst. and union rights				
14	Labor Processes in media ins; Working processes, rights and auditing				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Baytar, O. (2013). Teorik ve Pratik Açdan Medya Ekonomisine Bakış, Konya: Çizgi Kitabevi. Kuyucu, M. (2012). Türkiye’de Medya Ekonomisi, İstanbul: Esen Kitap. Schneider Martin (2013), Management von Medienunternehmen, Springer, Wiesbaden Lecturer notes