

## **Stage 2**

### *Contemporary Society*

#### **Aims**

This module aims to enable the student to:

- Introduce students to the working of contemporary society
- Enable students to analyse key issues in social and political development

#### **Learning Outcomes**

On successful completion of this module, the student should be able to:

- Engage in independent social and political research
- Identify key social problems and tensions
- Critically discuss contemporary social and economic issues

#### **Indicative Module Content**

Growth and inequality:

The basic dynamics of modern society, what keeps it moving and some of the consequences of this movement. The different forms of inequality, contemporary and historical, and the evolution of attitudes towards inequality.

Ireland in a global context:

In economic terms Ireland can be seen as a 'late developer' and during the Celtic Tiger period it was widely seen as a model for other late developers. The important changes in the global economy, and how these changes affect Ireland. The origins and dynamics of the 'Celtic Tiger' phenomenon and how it came undone. Is the Celtic Tiger a viable model for development.

Introduction to the European Union:

The module will look at how the EU emerged, the major steps in its development and the problems and tensions which it faces in the 21st century.

Political cohesion and revolt:

What holds societies together and encourages people to accept the political authority of governments and rulers? This question also raises its opposite: when do people rebel? The module will examine the social and political basis for obedience and revolt, looking at past and current situations.

Food and Society

The relationship between trends in food consumption and social, economic or other factors that drives these trends. The impact marketing, media, economic, ethnic and other factors have on the food choices of the individual and society in general.

Environmentalism

Defining and discussing environmentalism and related theories. The issues of climate change, GM foods, renewable energy, public transport, protecting endangered species and tackling waste management. Understanding of green politics and environmental ideologies.

## *Media Marketing*

### **Introduction**

This module involves an in-depth study of the market structures underpinning modern media. Students are introduced to the economics, regulations, advertising structures and role of competition in Irish and international media markets. Revenue generation and funding in media markets are also examined. Additionally, the essential principles of contemporary marketing theories and practices are applied to the media industry. In lectures and tutorials and via Moodle, specific examples are provided as to how these principles are applied in the everyday real-world of the media industry.

### **Aims**

This module aims to enable student to:

- Understand the essential principles of contemporary marketing and to relate these specifically to the media industry.
- Make the required conceptual links between the structure of the media industry and the impact of new technologies on it.
- Grasp the complexities of media regulation and the role of increased competition on the media industry.

### **Learning Outcomes**

On successful completion of this module, the student should be able to:

- Display knowledge of the basic principles of marketing and how they apply to media businesses.
- Research the business strategies of individual media firms and demonstrate an understanding of the wider markets the firms operates in.
- Understand the different regulatory environments firms face in modern media markets.
- Discuss the changing trends in technology, media revenue generation and advertising and their impacts on media firm's marketing strategies.

### **Indicative Module Content**

The Economics of the Media Industry  
Regulating Media Markets  
Advertising  
Competition in Irish Media Markets  
Revenue Generation and Funding in Media Markets  
Core Concepts of Marketing  
Marketing Strategy  
Branding  
Corporate Social Responsibility