

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