

Module	Business of Digital Media
Course code	BAMPH-BDM
Credits	5
Allocation of marks	60% Continuous Assessment
	40% Final Examination

Intended Module Learning Outcomes

Upon successful completion of this module the learner will be able to:

- i. Evaluate the impact of regulatory policy decisions on the development and use of digital and creative media technologies.
- ii. Research the business strategies of individual media firms and demonstrate an understanding of the wider markets in which the firm operates
- iii. Demonstrate an understanding of the legal and ethical issues pertinent to the digital and creative media industry.
- iv. Evaluate the enterprise and funding opportunities within the creative media sector.
- v. Evaluate emerging technologies in digital and creative media in relation to their potential for related business opportunities.
- vi. Explain and explore the concept of creative industries and how it has developed conceptually, historically and in terms of industry and policy development.

Module Objectives

This module gives learners a comprehensive understanding of the creative and communicative industry of which they will become a part. Key aspects of the media sectors market structure and development will be addressed as will some key regulatory issues.

Other areas covered include marketing, finance, audience theories and entrepreneurship in the media sector.

Module Curriculum

Media market structures

- The concepts of integration, transnational ownership, market trends, the role of technology and other media sector developments

Media market regulation

- The role of the regulators and the emergence of clustering and network strategies.
- Media market regulators, Ireland, Britain and the USA.

Creative and cultural industries

- Creativity and culture are features of human society since prehistory. In this sector we look at the role and power of creative content in media markets. We introduce and the idea of a creative and cultural sector and examine the role of market forces on the creative sector.

Introduction to marketing

- Principles of marketing
- Advertising
- Brands
- SWOT and PESTLE

Revenue generation and funding in media markets

- The economic rationale of how media markets exploring creative industries are funded and how firms plan revenue flows. With the impact of new technologies on media markets this is a key area as old revenue streams are no longer delivering as much income while new opportunities for revenue generation are emerging.
 - What is an entrepreneur?
 - Developing a business plan.
 - Funding issues, from micro business to IPO.
 - Government policy, incubation to innovation.
 - The EU and US contexts.

Knowing your audience

- An introduction to audience theories, the active and inactive audience
- Measuring media market audiences.

Legal issues

Protecting your copyright, respecting others. The idea of intellectual property, trademarks and patents.