



Universidad
de Navarra

Media economics (Fcom)

Teaching guide 2023-24

INTRODUCTION

Course description:

- **Degree:** Global Journalism and Screening Studies
- **Module in the Degree Program:**
- Degree in Audiovisual Communication: Module IV. Production-Management. Subject 1. Economic and business context.
- Journalism Degree: Module IV. Management of news content. Subject 2. Communication Structure and Markets.
- **Number of credits:** 6 ECTS
- **Year:** 2º, first term
- **Type of course:** Required
- **Instructors:** Antonio Virgili (avirgilir@external.unav.es). Coordinator: Mercedes Medina (mmedina@unav.es)
- **Language:** English
- **Lecture schedule:** Monday from 17:30 -19:15 Room 13; Tuesday from 10:00-11:45 Room 4

COMPETENCES

Degree in Audiovisual Communication

1. BASIC COMPETENCES

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students should be able to convey information, ideas, problems and solutions to both specialized and general audiences.

CB5 - Students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

2. GENERAL COMPETENCES

CG1 - Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion, in the field of commercial and institutional communication.

CG3 - Knowing and assessing the impact of audiovisual communication in its multiple dimensions: social, cultural, historical, economic, business, legal, scientific, deontological and technological.



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CG5 - Apply teamwork and leadership skills aimed at responsible decision-making and problem-solving.

3. SPECIFIC COMPETENCES

CE10 - Knowing the basic principles of direction and management of audiovisual communication companies (production, distribution and exhibition/dissemination).

CE11 - Analyse audiovisual formats in the context of the structure and markets of audiovisual communication.

Degree in Journalism

1. BASIC COMPETENCES

CB2 Students are able to apply their knowledge to their work or vocation in an appropriate manner.

professional form and possess the competences that are usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 Students have the ability to collect and interpret relevant data. (usually within their field of study) to make judgements that include reflection on relevant social issues, scientific or ethical.

CB4 Students are able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.

CB5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

2. GENERAL COMPETENCES

CG1 Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion in order to make information available to society.

CG3 To know and value the communicative fact in its multiple dimensions: historical, economic and business, legal, deontological and technological.

CG6 Express themselves fluently and effectively orally and in writing, making use of the most appropriate linguistic and literary resources.

3. SPECIFIC COMPETENCES

CE11 Describe the communication market, from the production of content to its consumption.

CE12 Knowing the structure and functioning of the communication company, its form of organisation, its management strategies, its content production and distribution systems.

PROGRAM

1. Concepts of media economics



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2. Technological environment
3. Political environment
4. Audiovisual market
5. Press industry
6. Digital economy
7. Business models

EDUCATIONAL ACTIVITIES

- Theoretical face-to-face classes: 48 hours
- Individual and group work: 50 hours
- Personal study: 50 hours
- Evaluation: 2 hours

ASSESSMENT

This information will be available at the beginning of the course.

ORDINARY CALL

- Exam: 70%
- Student personal work: 30%

EXTRAORDINARY CALL

- Exam: 100%

CONTACT

Appointment by e-mail (avirgilir@unav.es)

Marketing and Media Companies Department. Ground floor. Sánchez Bella Library.

BIBLIOGRAFY

Alan Albarran, Bozena Mierzejewska, Jaemin Jung (2018). *Handbook of Media Management and Economics*, 2nd ed. London: Routledge. [Find it in the Library](#)

Robert G. Picard (2011). *The Economics and Financing of Media Companies*, 2nd edition. NY: Fordham University Press. [Find it in the Library](#)

Robert G. Picard and Steven S. Wildman, Eds. (2015). *Handbook of the Economics of Media*. Cheltenham: Edward Elgar Publishing. L. 22.282 [Find it in the Library](#)