



Universidad
de Navarra

Media economics
Teaching guide 2026-27

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:** Clara González Tosat, PhD (cgonzalez@unav.es)
- **Language:** English
- **Lecture schedule:** Monday from 17:30 -19:30 AULA 1; Friday from 12:00-14:00 AULA 13

LEARNING OUTCOMES (Competencies)

Degree in Audiovisual Communication

1. KNOWLEDGE

RA2 - Knowing and assessing the impact of audiovisual communication in its multiple dimensions: social, cultural, historical, economic, business, legal, scientific, deontological and technological.

2. SKILLS

RA10 - 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.

RA11 - Students should be able to convey information, ideas, problems and solutions to both specialized and general audiences.

RA12 - Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion, in the field of commercial and institutional communication.

RA14 - Apply teamwork and leadership skills aimed at responsible decision-making and problem-solving.

3. COMPETENCES

RA19 - 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.

RA20 - Students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

RA24 - Knowing the basic principles of direction and management of audiovisual communication companies (production, distribution and exhibition/dissemination).

RA28 - Analyse audiovisual formats in the context of the structure and markets of audiovisual communication.



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Degree in Journalism

1. KNOWLEDGE

RA2 - To know and value the communicative fact in its multiple dimensions: historical, economic and business, legal, deontological and technological.

RA8 - Describe the communication market, from the production of content to its consumption.

RA9 - Knowing the structure and functioning of the communication company, its form of organisation, its management strategies, its content production and distribution systems.

2. SKILLS

RA11 - 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.

RA12 - Students are able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.

RA13 - Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion in order to make information available to society.

RA15 - Express themselves fluently and effectively orally and in writing, making use of the most appropriate linguistic and literary resources.

3. COMPETENCES

RA22 - 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.

RA23 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

PROGRAM

Week 1: Introduction to Media Economics

Week 2: Market Structures in Media

Week 3: Media Competition and Convergence

Week 4: Business Models and Value Creation

Week 5: Value Creation Systems

Week 6: Cross-Media

Week 7: Media Regulation

Week 8: Analyzing Companies

Week 9: Media Economics & New Technologies

Week 10: Media Economics in real life. The Newsroom



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Weeks 11 and 12: Practical cases & final project presentation

EDUCATIONAL ACTIVITIES

- Theoretical face-to-face classes: 44 hours
- Individual and group work: 50 hours
- Personal study: 53 hours
- Evaluation: 2 hours
- Tutoring: 1 hour

ASSESSMENT

- **Class Participation & Attendance:** 10%
- **Individual Assignments:** 20%
- **Group Project:** 20%
- **Final Exam:** 50%

OFFICE HOURS

Clara González Tosat, PhD.....(cgonzalez@unav.es)

Wednesday from 12:00 to 14:00h.

Edificio Ismael Sánchez Bella (Biblioteca Central)

Departamento de Marketing y Empresas de Comunicación

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