

CommunicationEconomics

Code: 103098
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	3	1

Contact

Name: Aida Martori Muntsant
Email: Aida.Martori@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Other comments on languages

Grup 01, 02 i 03 - teaching in Catalan

Teachers

Ezequiel Ramón Pinat
Alberto Salord Trampal
Marc Espín Heras

Prerequisites

When students enroll this subject they have already studied the subjects of Theory and economic structure, History of Communication and Structure of Communication, necessary to address the economy and management of the media.

Objectives and Contextualisation

- To introduce the students in the business management of the communication industry, entrepreneurship and innovation.
- To go in depth to the knowledge of the economic and business sciences from the perspective of the communication.
- To understand the communication company in the general or macroeconomic environment and the specific or industrial environment.
- To highlight the importance of business management strategies in the design, implementation and development of the media.
- To apply the scientific research methodology in aspects related to business management and the economic analysis of communication.

Competences

- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines' main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Disseminate the areas' knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Analyse the economic dimension of the media.
2. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
3. Appraise the social impacts of technological mediation in modern communication.
4. Demonstrate ethical awareness and empathy with the entourage.
5. Describe Catalonia's socio-communicative reality in the Spanish and European context from the political point of view.
6. Describe the structure, workings and management of the communication business.
7. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
8. Disseminate the areas' knowledge and innovations.
9. Explain Catalonia's socio-communicative reality in the Spanish and European context from the economic and business point of view.
10. Generate innovative and competitive ideas in research and professional practice.
11. Identify the fundamentals of theories and the history of communication.
12. Identify the theoretical principles of audiovisual production and consumption.
13. Respect the diversity and plurality of ideas, people and situations.
14. Rigorously apply scientific thinking.

Content

The economic and political restructuring in the last three decades includes a fundamental but not unique ingredient, a change in the communication industry. This course aims to provide answers to the transformations in this industry, as well as to the changes that have occurred in the techniques of business management, which require a rethinking of the management of communication companies. The content of the course is divided into the following topics:

- 1.- Special features of communication as an economic activity
- 2.- The communication company in its environment
- 3.- Innovation and the communication company
- 4.- The organization of the communication company
- 5.- Business model, financial plan and marketing plan of the communication company
- 6.- Legal-economic structure

The content of the subject will be sensitive to aspects related to the gender perspective

Methodology

The subject has a theoretical part and a practical part.

The theoretical part is developed with a weekly session of two hours of class in the classroom where professor will explain the concepts about the organization of the communication companies, considered as economic units of production and located in the macroeconomic environment, social and industrial activity in which they act.

The practical part consists in the elaboration of a business plan that will be tutored and guided through the weekly sessions of seminars that will be held in smaller groups. The students will study in depth the aspects of entrepreneurship, based on exercises and analysis of real cases, with the final objective of developing a business plan within the communication industry.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars. Elaboration of a business plan	14	0.56	1, 14, 4, 6, 7, 8, 9, 10, 13, 3
Theoretical classes	34	1.36	1, 14, 4, 6, 7, 8, 9, 10, 13, 3
Type: Supervised			
Tutorials	7	0.28	1, 14, 4, 6, 7, 8, 9, 10, 13, 3
Type: Autonomous			
Readings, personal study, research, work in groups	86.5	3.46	1, 14, 4, 6, 7, 8, 9, 10, 11, 12, 13, 3

Assessment

To pass the subject, each one of the assessment activities must be approved, which consists of an activity related to the theory that will be done during the course and that will be a 10% of the mark, a theoretical exam which will take place on January 8 (group 1 and 3) and on January 10 (group 2) and that will count a 50% of the note, and a group work that will be held in the seminars and with work at home and that It will be delivered on the same date as the theoretical exam, and that will be 40% of the mark.

Class attendance both theory and seminars is mandatory, and it is only admitted that the student miss 20% of the sessions.

Qualifications of any evaluable test will be uploaded to the Virtual Campus and the student may review the correction with an individual tutorial.

The last weeks of the course will be devoted to re-evaluation activities. Students will be able to recover the theoretical part with a theory recovery exam. To recover the practical work, the students will have to pass a practical recovery exam.

Recovery exams (theory -activity related to theory and theoretical exam- and practice) will take place on January 29 (group 1 and group 3) and on January 31 (group 2).

The students will be qualified as Non-evaluable if they do not attend any of the three activities of continuous assessment or the recovery test.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Activity related to theory	10%	2	0.08	1, 6, 7, 10, 3
Theoretical exam	50%	2	0.08	1, 2, 6, 7
Work: Elaboration of a business plan	40%	4.5	0.18	1, 2, 14, 4, 6, 5, 7, 8, 9, 10, 11, 12, 13, 3

Bibliography

Handbook:

De Mateo, Rosario; Laura Bergés; Marta Sabater (2009) *Gestión de empresas de comunicación*. Sevilla/Zamora: Comunicación Social.

Other references:

Albarran Alan B. Silvia M. Chan-Olmsted y Michael O. Wirth (eds.) (2006) *Handbook of Media Management and Economics*. London, Mahwah: Lawrence Erlbaum Associates.

Campos, Francisco (coord.) (2011) *El nuevo escenario mediático*. Sevilla/Zamora: Comunicación Social.

De Mateo, Rosario; Laura Bergés; Anna Garnatxe (2010) "Crisis, ¿qué crisis?: Los medios de comunicación: empresas y periodismo en tiempos de crisis". En: Francisco Campos (coord.) *El cambio mediático*. Sevilla/Zamora: Comunicación Social.

European Commission (2011) *GREEN PAPER on the online distribution of audiovisual works in the European Union: opportunities and challenges towards a digital single market*. Brussels, 13.7.2011 COM(2011) 427 final.

European Commission (2009) *Creative Content in a European Digital Single Market: Challenges for the Future*. A Reflection Document of DG INFSO and DG MARKT, 22 October 2009.

McChesney, Robert W. (2008) *The Political economy of media: enduring issues, emerging dilemmas*. New York, N.Y. : Monthly Review Press.

Picard, Robert (2011). *The Economics and Financing of Media Companies*. New York: Fordham University Press