Understanding Audiences: Media Marketing

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<tr>
<th>Stage</th>
<th>II</th>
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<tbody>
<tr>
<td>Semester (Semester1/Semester2 if applicable)</td>
<td>1</td>
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<tr>
<td>Module Title</td>
<td>Understanding Audiences: Media Marketing</td>
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<tr>
<td>Module Number/Reference</td>
<td>18</td>
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<tr>
<td>Module Status (Mandatory/Elective)</td>
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<tr>
<td>Module ECTS credit</td>
<td>10</td>
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<td>Module NFQ level (only if applicable)</td>
<td>7</td>
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<tr>
<td>Pre-requisite Module Titles</td>
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<td>Co-requisite Module Titles</td>
<td>Research Methods</td>
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<td>Is this a capstone module? (Yes or No)</td>
<td>No</td>
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<tr>
<td>List of Module Teaching Personnel</td>
<td>Robbie Smyth, Stephen O'Leary</td>
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<tr>
<th>Contact Hours</th>
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<th>Total Effort (Hours)</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>Practical</td>
<td>Tutorial</td>
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<td>48</td>
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<th>Allocation of Marks (Within the Module)</th>
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<td>Continuous Assessment</td>
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<td>Percentage contribution</td>
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Intended Module Learning Outcomes
On successful completion of this module, the learner will be able to:

1. Explain the core industry measures of media audiences and the key media theories and approaches to audience behaviour.
2. Research the business strategies of individual media firms and demonstrate an understanding of the wider markets the firm operates in.
3. Demonstrate understanding of the different regulatory environments firms face in modern media markets.
4. Discuss the basic principles of marketing and how they apply to media businesses.
5. Discuss the changing advertising sector, its impact on marketing firms and how emerging trends in revenue generation are affecting media markets.
Module Objectives

This module gives learners a key link between the media content they produce on other modules and the commercial context that content is part of. Learners become conscious of the marketing and advertising context to their work and how that impacts on measures of audiences, along with the regulatory, funding and intellectual property aspects of commercial media. As the sources of media revenue continue to change learners need an understanding of the that process.

Module Aims

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 legal and ethical issues.

Other areas covered include marketing, finance, government policy and entrepreneurship in the media sector.

Module Curriculum

(1) The Economics of the Media Industry
Media markets can be studied using the same theories and analytical tools as other markets. Of added interest is the public good nature of many media products and this means we study the topics below from both a commercial point of view and also touching on the impact these factors are having on media audiences access to media products.

Media market structures and features
(i) Vertical and horizontal integration
(ii) Concentration of ownership
(iii) Transnational ownership
(iv) The role of new technology
(v) Changing role of the consumer

(2) Regulating Media Markets
Most markets have some form of regulation but this is a crucial issue in media markets. The power and type of regulation implemented can have profound implications for the type of products available and the audience interaction with them.
Here we study:
(a) Who are the regulators, focusing mainly on the British, US and Irish examples and what sort of regulators should we have?
(b) The problems faced by regulators including dealing with new technologies
(c) Formulating objectives for regulators
(d) International media
(e) Dealing with concentration of ownership

(3) Measuring Media Audiences
An introduction to audience theories, the active and inactive audience
Measuring media market audiences.

Case Study: The changing digital media user

(4) Advertising and Audiences
Advertising is ubiquitous in modern media and without it the scale of current media market activity would not be feasible. It is one of the defining features in shaping the media products we consume.
Here we study:
(a) The economics of advertising
(b) Why advertising
(c) Uses of advertising including persuasion, information and deterred market entry

(5) Revenue generation and funding in media markets
Here we look at the economic rationale of media markets exploring examples like how films and TV products are funded and how media 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.

(6) Introduction to marketing
Principles of Marketing
Product Development
Product Lifecycle
Brands
SWOT and PESTLE
The Digital Marketing Environment

(7) Legal issues
Protecting your copyright, respecting others. The idea of intellectual property, trademarks and patents. The copyright wars: Samsung, Apple, HTC, Microsoft and Google.

Reading lists and other learning materials

Recommended Reading

Secondary Reading

Reports and online recourses
Learners are introduced to and expected to access a range of online resources including those of the Broadcasting Authority of Ireland, ComReg, Ofcom, the FCC, the National Newspapers of Ireland, Irish Venture Capital Association, Tam Ireland, the British Audience Research Board and RAJAR.

Module Learning Environment
Learners will be introduced firstly to the concept of market structures where they will through discussion of the activities and strategies of a diverse range of media companies begin a process of learning about the commercial aspects to the creative and cultural sector. Using an example based case study approach learners will engage in early learning of the key concepts of media, regulation, market, advertising and audience measurement.
The case study approach leads into more deep learning of the academic and technical theories underpinning these topics. The assignment allows the learner to demonstrate independent reading and research on the topic while the exam tests their retained knowledge and understanding allowing them scope to engage in critical discussion of the key issues and theories.

**Module Teaching and Learning Strategy**

This module is delivered through lectures and tutorials. The tutorials involve three functions, first to allow discussion of topics and ideas new to the learners, second to help the learner work through their assignment and finally in the latter weeks of term to focus on the exam.

**Module Assessment Strategy**

Learners are required to complete 1 assignment. It is a large piece of work usually focusing on discussing the strategies of two media and communication firms. The learners are allowed to select the firms subject to approval from the lecturer and tutor. The tutorials are the launch pad for this discussion where by early adoption of firms the learner can then be guided through the process of reviewing the strategy of the firm, developing an understanding of the market they are in and how they relate to other aspects of the module topics. The learner is also required to write a research journey post script to the paper outlining the key milestones in their work on the paper.

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<th>Element Number</th>
<th>Weighting</th>
<th>Type</th>
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<td>40</td>
<td>Essay</td>
<td>Academic research based piece</td>
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<td>2</td>
<td>60</td>
<td>Closed Book Examination</td>
<td>End of Module Examination</td>
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