

MODULE 13: Business of Digital Media

Stage				2			
Semester (Semester1/Semester2 if applicable)				2			
Module Title				Business of Digital Media			
Module Number				13			
Module Status (Mandatory/Elective)				Elective			
Module ECTS credit				5			
Module NFQ level (only if applicable)				9			
Pre-requisite Module Titles				None			
Co-requisite Module Titles				None			
Is this a capstone module? (Yes or No)				No			
List of Module Teaching Personnel				Robbie Smyth			
Contact Hours				Non-contact Hours			Total Effort (Hours)
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent work	
24			12	36		48	120
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total is always 100%		
Percentage contribution	60%			40%	100%		

Intended Module Learning Outcomes

Upon successful completion of this module learners will be able to:

1. Evaluate the impact of policy decisions on the development and use of digital and creative media technologies.
2. Demonstrate a comprehensive understanding of the legal and ethical issues pertinent to the digital and creative media industry.
3. Evaluate the prospect of entrepreneurship as a viable career option within the creative media sector.
4. Analyse and critically evaluate emerging technologies in digital and creative media in relation to their potential for related business opportunities.
5. Explain and explore the concept of creative industries and how it has developed conceptually, historically and in terms of industry and policy development.
6. Identify, advance and exploit business opportunities as they emerge in the design, development and advancement of digital media technology applications.

Module Objectives

This module aims to provide learners with an overview of the creative and communicative industry in order to enable them to develop a comprehensive understanding of those industries. It does so in order to equip learners with the analytical and critical thinking skills they will need to play a part in those sectors. In order to achieve the module learning outcomes, key aspects of the media sectors market structure are addressed as are some key legal and ethical issues. Other relevant areas covered and analysed within this module include marketing, finance, government policy and entrepreneurship in the media sector.

Module Curriculum

Indicative Syllabus

Topic One: Media market structures 1

The opening section of the course examines the concepts of integration, transnational ownership, market trends, the role of technology and other media sector developments.

Case Studies: (i) Commercialising content in modern media markets

(ii) Trends in Irish media markets

(iii) Four FM and Nova, bringing a product to market

(iv) Evaluating RTE 'format farm'

Topic Two: Media Market Regulation

The second section builds on from the introductory lectures and examines the role of the regulators and the emergence of clustering and network strategies. This section examines the media market regulators in Ireland, Britain and the USA.

Case Studies: (i) The failed BSkyB take over

(ii) Net neutrality

(iii) Media ownership in Ireland

(iv) Dealing with transnational regulators

Topic Three: Creative and Cultural industries

Creativity and Culture are features of human society since the beginning. In this section 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.

Topic Four: Getting a product funder ready

This section of the course looks at the steps need to bring a business idea and product to market, including new launches and getting a business investor ready

Case Studies (i) Irish Venture capital market

(ii) Identifying revenue streams for your business

- (iii) Games sector in Ireland
- (iv) Independent TV production
- (v) Developing a media brand

Topic Five: Revenue generation and funding in media markets

This topic covers the economic rationale of media markets and explores 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. This topic addresses the following issues:

- 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.

Case Study: Funding media start-ups in Ireland

Topic Six: Legal issues

This topic addresses law from a commercial business perspective and examines issues such as how you can protect your copyright and why you should respect others. The concepts of intellectual property, trademarks and patents are also addressed in this section.

Reading lists and other learning materials

Albarran, A., Chan-Olmsted, Sylvia, M Wirth, Editors ,(2006) *Handbook of Media Management and Economics*, Lawrence Erlbaum, New Jersey.

Berger, A. A., 2011, *Ads, Fads and Consumer Culture*, 4th Edition, Rowman and Littlefield, Lanham, Maryland.

Berger, A. A., 2006, *Media & Society*. Rowman and Littlefield, Lanham, Maryland.

Castells, M. 2010, *The rise of the Network Society*, 2nd edition, Wiley Blackwell, Chichester.

Croteau, D. and Hoynes, W., 2011, *Media/Society Industries, Images and Audiences*, 4th edition, Sage Publications, California.

Doyle, G., 2002, *Understanding Media Economics*, Sage Publication, London

Hartley, J., 2005, *Creative Industries*, Blackwell Publishing, Oxford.

Hesmondhalgh, D., 2007, *The Cultural Industries*, 2nd edition, Sage Publications, London.

Holt, D ,. Caameron Douglas. (2010) *Cultural Strategy _ using innovative ideologies to build breakthrough brands*, Oxford University Press, Oxford

Kotler, P., 2009, *Principles of Marketing 13th Edition*, Prentice Hall, New Jersey.

McCullagh, C., 2002, *The Sociology of Media Power*, Palgrave, London.

Mosso, V., 2009, *The Political Economy of Communication*. London: Sage

Reports

European Commission, (2003), *Intellectual Property: Good Practice Guide*, European Commission, Luxembourg

Goodridge, Peter, Haskel, Jonathan, (2011), *Film, Television & Radio, Books, Music and Art: UK Investment in Artistic Originals*, Intellectual Property Office, London

Irish Venture Capital Association, 2010, *A Guide to Venture Capital*, 5th edition, IVCA, Bray

Select Committee on Communications, (2008), *The ownership of the News*, the Stationery Office, London.

Shaw, Helen, Picard Robert, Hessel Abbink Spaink, (2010), *Irish Broadcasting Landscape: Economic and Environmental Review for the Broadcasting Authority of Ireland*, BAI, Dublin

Smeaton, Alan, McDonnell, Gordon, Parkes Kathryn, (2009), *The needs of the Business Community and Other Actors in the New Media Sector: A Report on the Dublin Region*, National Digital Research Centre, Dublin.

UNU-MERIT, (2011), *Innovation Union Scoreboard 2010*, European Commission, Brussels

Module Learning Environment

The learning environment is designed to both engage the learners and to encourage their critical thinking. This is achieved through lectures which are designed to stimulate discussions and questions. As indicated in the indicative syllabus core concepts in the lecture are illustrated through the use of case studies which are discussed in the class seminars.

Learners are also supported with resources to offer structure and guidance. This includes lecture notes, reading materials as well as a detailed module curriculum which includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE).

Module Teaching and Learning Strategy

This module is delivered through a series of lectures and seminars with an emphasis on extensive use of case studies to illustrate techniques.

Module Assessment Strategy

Exam: 40% Assignment(s): 60%

The assignment weighting for this module is 60% and it is planned that the coursework to be assessed consists of two assignments one of which is a business plan for a media related product. An indicative first assignment (worth 40% of the assignment component) would be to require learners to select two related communications/media firms, one at least to be headquartered in Europe or North America, and to critically analyse those firms, using a SWOT test, and discuss in detail the specific market challenges they face. Approximate length would be 1,500 to 2,000 words. The second assignment (worth 60% of the assignment component) would be to research and write a business

plan. The assignment would require learners to conceive a new business product based on course work that would need some form of funding or organisational support to ensure its success. Presenting a business idea to potential funders is a core part of modern media and communication sectors, as most workers are either self-employed, work in small companies that need funding, or even if employed as part of a large organisation often have to make internal pitches to have their team or department adopt their particular projects or strategies.

Element Number	Weighting	Type	Description
1	60%	Coursework	Assignments
2	40%	Examination	End of Semester Examination