

MODULE:	MARKETING MEDIA
CODE:	BAJH-2-1-09
Number of Credits:	4 semester credits / 6 quarter units
Stage:	Development & Integration (II)
Theme:	History & Structure of the Media
Assessment Weighting:	Exam 60 % Assignment 40%

INTRODUCTION

This module will acquaint students with a knowledge of how media structures and products are created, maintained and sustained in the market place. It will provide an introduction to both finance and marketing issues, which will enable them to analyse the business dynamics of different media organisations.

SYLLABUS

Media industries & Activities: Facts & Figures

Different media markets: Print, Radio, TV, Publishing, etc.

Individual media markets: Size, key players, age, recent trends, activities undertaken, etc.

Trends: Ireland and Internationally

Advertising and Promotion

Principles of Marketing

Definition & Role in media organisations

Marketing Models: The marketing mix, product lifecycle, BCG, Supply/Demand: Price Mechanism

Buyer Behaviour: Use / Signalling values, Impulse, Loyalty, need for customer intelligence, etc.

The Market: Identification, Segmentation (Mass/Select group)

Competitive strategies: Cost, Differentiation, Focus

Need for market information: analysis / research / classification

Market Influences: Technological, Social, Legal, Economic, Internationalisation, etc.

Marketing of Media Organisations

Use of own channel; using complementary / alternative media

Market research: Identifying existing research, knowing the market, selecting and targeting segments of total market

Market classification / statistics: ABC1, TAM, etc.

Legal / Ethical constraints: Preserving Image

Application of Marketing Models: Case Studies in Irish and International media organisations.

Finance: An introduction

Finance: funding media organisations

Sources of finance: requirements: long-term, short-term, cost of finance; equity and debt; business risk; bank borrowing; leasing; need for working capital; etc.

Financial Analysis: The Cash Flow statement, Ratio Analysis, Trend Analysis, etc.

Making Financial Decisions: Payback, Net Present Value, Risk, Cost Benefit Analysis, Break-even, etc.

Financial Analysis of Media Organisations

Media by media analysis: (e.g. TV, Print, Publishing, etc.)

Organisational Structure: External Financing & Control

Sources of Funds: Advertising, Copy, Sponsorship, etc.

Costs involved: Staff, Equipment, Material, etc

Activity level for break-even; profitability

Key factors governing success / failure

Examples / Case Studies; Ireland / International