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## MODULE DESCRIPTOR

### Module Title

Media Strategy

Reference	BS4164	Version	4
Created	March 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	August 2018	ECTS Points	7.5

### Aims of Module

To provide students with the knowledge and insight to identify and clarify the aims and objectives of media organisations and reflect them in the strategy formation process.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate critically the principle managerial challenges and functions in the media value chain and their application to media and content industry segments.
- 2 Identify structural and cultural barriers to organisational change and outline strategies to remove or minimise such obstacles.
- 3 Appraise critically the role of strategy formation inside the media organisation and the constraints and limits within which it takes place.
- 4 Evaluate and compare functions and roles within media organisations and across sectoral value systems.
- 5 Assess critically the impact of new and emergent technologies upon media firms operating in different media sectors.

### Indicative Module Content

Strategic and operational disciplines within modern media organisations; contextual nature of strategy formation and key drivers of change within media markets; changing nature of revenue creation within the media and content industries; impact of conglomerisation and internationalisation on the development of content and news; branding and content streaming; regulatory frameworks and their impact on media organisations operating at a national or international level; impact of new technologies and business models upon intellectual property based business; the role of audience and market data in the formation of content strategy.

### Module Delivery

This module will consist of lectures with supportive seminars, and student centred learning which takes the form of directed reading and some aspects of independent research to support the seminars.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	3, 4, 5
Description:	Individual Presentation				

**Component 2**

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 2
Description:	Individual Written Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The Module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	At least 70% on weighted aggregate and at least 35% in each component
<b>B</b>	At least 60% on weighted aggregate and at least 35% in each component
<b>C</b>	At least 50% on weighted aggregate and at least 35% in each component
<b>D</b>	At least 40% on weighted aggregate and at least 35% in each component
<b>E</b>	At least 35% on weighted aggregate
<b>F</b>	Less than 35% on weighted aggregate
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 ALBARRAN, A. 2016 .*The Media Economy*. 2nd ed. London: Routledge .e-book .
- 2 ARIS, A., 2009. *Managing media companies*. 2nd ed. Chichester: John Wiley & Sons Ltd
- 3 BLOCK, P., 2001. *Managing in the media*. Oxford: Focal Press. ebook
- 4 CROTEAU, D. and HOYNES W., 2006. *The business of media, corporate media and public interest*. 2nd ed. Thousand Oaks, CA: Pine Forge Press.
- 5 DOYLE, G., 2002. *Understanding media economics*. London: Sage. ebook
- 6 HESMONDHALGH, D., 2013. *The cultural industries*. 3rd ed. London: Sage
- 7 KUNG, L., 2017. *Strategic management in the media: from theory to practice*. 2nd ed. London: Sage.
- 8 PICARD, R.G. ed, 2002. *Media Firms: structure, operations, performance*. Mahwah: Laurence Erlbaum .ebook.