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## MODULE DESCRIPTOR

### Module Title

Media Strategy and Innovation

Reference	CB4020	Version	2
Created	January 2020	SCQF Level	SCQF 10
Approved	May 2019	SCQF Points	15
Amended	June 2020	ECTS Points	7.5

### Aims of Module

To provide students with the knowledge and insight to identify and understand the significance of strategy formation and innovation in the business models and planning activity of media organisations.

### 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 innovation activity, and outline strategies to remove or minimise such obstacles.
- 3 Appraise critically the role of strategy formation and innovation 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 strategy formation and innovation.

### Indicative Module Content

Strategic and operational disciplines within modern media organisations; contextual nature of strategy formation and innovation, and key drivers of change within media markets; changing nature of revenue creation within the media and content industries; impact of 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	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

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

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<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.

**ADDITIONAL NOTES**

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Sense Making, Creativity and Adapting.

**INDICATIVE BIBLIOGRAPHY**

- 1 ALBARRAN, A. 2023 .*The Media Economy*. 3rd ed. Hoboken: Taylor and Francis .e-book .
- 2 CROTEAU, D. and HOYNES, W., 2018. *Media/Society: technology, industries, content, and users*. London: Sage
- 3 HESMONDHALGH, D., 2018. *The Cultural Industries* 4th ed. London: Sage
- 4 KAWASHIMA, N., 2020. Changing Business Models in the Media Industries. *Media Industries Journal* , 7(1).
- 5 KUNG, L., 2024. *Strategic management in the media: from theory to practice*. 3rd ed. London: Sage.
- 6 ULIN, J.C., 2019. *The Business of Media Distribution*. 3rd ed. London: Routledge.