MODULE DESCRIPTOR

Module Title

Media Strategy and Innovation

Reference	CB4020	Version	4
Created	April 2022	SCQF Level	SCQF 10
Approved	May 2019	SCQF Points	15
Amended	June 2022	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 orgnisations 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
Actual Placement hours for professional, statutory or regulatory body		

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:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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	CROTEAU, D. and HOYNES, W., 2018. *Media/Society: technology, industries, content, and users.* London: Sage
4	HESMONDHALGH, D., 2018. *The Cultural Industries* 4th ed. London: Sage
5	KAWASHIMA, N., 2020. Changing Business Models in the Media Industries. *Media Industries Journal* , 7(1).
6	KUNG, L., 2017. *Strategic management in the media: from theory to practice.* 2nd ed. London: Sage.