



SUBJECT DATASHEET

MEDIA ECONOMICS

BMEGT20ML67

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MEDIA ECONOMICS

ID (subject code) BMEGT20ML67

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>	<i>Type of assessment</i>	<i>Number of credits</i>
Lecture	1	exam grade	
Practice	0		
Laboratory	0		
		3	

Subject Coordinator

Name *Position* *Contact details*

Dr. Kelemen-Erdős Anikó associate professor kelemen-erdos.aniko@gtk.bme.hu

Educational organisational unit for the subject

Department of Management and Business Economics

Subject website

<https://edu gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: Marketing MSc from 2017/18/Term 1

Subject Role: Compulsory elective

Recommended semester: 4

Programme: Marketing MSc from 2019/20/Term 1

Subject Role: Compulsory elective

Recommended semester: 4

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Mass communication has a huge impact not only on our society and social relations, but also on the economic power field. The media is a special market sector with special market behavior. Students will also be introduced to the new digital network communication (digital ecosystem chapter) and the business adaptation of these processes (see print media vs online news portals). Within this course, we deal with the business policy of companies and authorities operating in the media market in this constantly changing media marketplace. During the semester, we review the economic relevance of all media marketplaces (print, television, radio, digital networks).

Academic results

Knowledge

1. Have knowledge of the basic, comprehensive concepts, theories, facts, economic and international contexts of economics, relevant economic actors, functions and processes.
2. Know and understand the principles and methods of managing, organizing and operating communication processes.

Skills

1. Explores, systematizes and analyzes facts and basic connections, formulates independent conclusions, critical remarks, makes decision-making proposals, and makes decisions in routine and partly unknown - domestic and international - environments.
2. Follow and interpret world economic and international business processes, changes in relevant policies and legislation relevant to economic policy and the field, their effects, and takes them into account in its analyzes, proposals and decisions.
3. Are able to determine the complex consequences of economic processes and organizational events.
4. Are able to work with representatives of other disciplines.

Attitude

1. Demonstrate problem-sensitive, proactive behavior in the interest of quality work, are constructive, cooperative and proactive in a project, in case of group tasks.
2. Are susceptible to the reception of new information, new professional knowledge and methodologies, open to taking on new, independent and cooperative tasks and responsibilities. They strive to develop their knowledge and work relationships, to work with his colleagues in this.
3. Are open to the changes of the wider economic and social environment of the given job, work organization, enterprise, he strives to follow and understand the changes.
4. Strive for lifelong learning in the world of work and beyond.

Independence and responsibility

1. Perform and organize the tasks specified in the job description independently under general professional supervision.
2. Are responsible for analysis, conclusions and decisions.
3. Assume responsibility for compliance with professional, legal, ethical standards and rules related to work and conduct.
4. As a member of projects, group work, organizational units, perform the tasks assigned to him / her independently.

Teaching methodology

Lectures, written and oral communication, using of IT equipment and techniques

Materials supporting learning

- Bernschütz Mária (szerk.): Bevezetés a médiagazdaságtanba, oktatási segédanyag. BME. 2018
- Az előadásokon használt slideshow-k anyaga.
- További letölthető oktatási segéletek

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése egy írásbeli vizsga alapján történik.

Performance assessment methods

B. Vizsgaidőszakban végzett teljesítményértékelések részletes leírása: A vizsga 100 pontos, írásbeli, feleletválasztós és kifejtős kérdésekkel áll.

Percentage of performance assessments, conducted during the study period, within the rating

Percentage of exam elements within the rating

- **vizsga:** 100
- **összesen:** 100

Conditions for obtaining a signature, validity of the signature

Az aláírásnak nincs követelménye.

Issuing grades

Excellent	90
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	0–49

Retake and late completion

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	14
kijelölt írásos tananyag önálló elsajátítása	32
vizsgafelkészülés	44
összesen	90

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll.

- 1 A média fogalma, a médiagazdaságtan téma
- 2 A médiapiacok elemei és sajátosságai
- 3 A lapkiadás piaca
- 4 A rádiózás piaca
- 5 A televíziózás piaca
- 6 A digitális televíziózás piaca
- 7 A hálózati média tartalomszolgáltatások piaca (Web 2.0)

Additional lecturers

Dr. Molnár Bálint egyetemi adjunktus molnar.balint@bme.hu

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