



<b>Institución Académica:</b>		Universidad de La Sabana	
<b>Grado Académico:</b>		Pregrado	
<b>Unidad Académica:</b>		Facultad de Comunicación	
<b>Cefe de Área/Director de programa/Coordinador Académico</b>		María Cristina Ocampo Villegas	
<b>Asignatura:</b>		Economía de Medios	
<b>Área del Conocimiento:</b>		Desarrollo Producción Y Generación Ingresos Otros T Empresas	
<b>No. de Créditos:</b>		3	
No. de Horas trabajo presencial:		3	
No. de Horas trabajo independiente:		9	
<b>Prerrequisitos y Correquisitos:</b>			
<b>Conocimiento Previo Requerido</b>		Ingroducción a la Economía Colombiana, Introducción a la Administración	
<b>Modo de Enseñanza:</b>	Presencial	<b>Componentes:</b>	LEC: Clase
			PRA: Prácticas
			IND: Estudios Independientes
			-- Seleccione--
<b>Porcentaje de Inclusión en Tecnología</b>		<b>70%</b>	
<b>Fecha Vigencia Inicial:</b>	31	7	2015
<b>Fecha Vigencia Final:</b>	30	11	2016
<b>ATRIBUTOS DEL CURSO</b>			
<b>Técnica Didáctica:</b>	Estudios de Caso	<b>Recursos de Aprendizaje:</b>	Aula Virtual Moodle
	Aprendizaje basado en problemas (APB)		Videobeam
	Aprendizaje Colaborativo		Videos
	Ayudas Visuales		Computador
	Catedra Magistral		Fotocopia de Artículos
	Clase Participativa		Internet
	Discusión en Pequeños Grupos		Tablero Y Marcadores
	Juego de Roles		-- Seleccione--
<b>Núcleo Básico del Conocimiento:</b>		Comunicación Social, Periodismo Y Afines	
<b>Idioma:</b>		Inglés	
<b>Tipo de Curso:</b>		Asignatura	
<b>Campos Curriculares</b>		Formación profesional troncal	

Contenido Internacional	Si	No
Lecturas de artículos de revistas internacionales	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lecturas en lengua extranjera	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Desarrolla ejercicios de investigación sobre componentes interculturales	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Desarrolla proyectos para integrar a estudiantes nacionales con estudiantes internacionales o colaborativos y trabajos en grupo presenciales o virtuales	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Desarrolla proyectos con enfoque internacional o intercultural	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Conferencistas o profesores extranjeros invitados desde la modalidad presencial o virtual	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Desarrolla casos internacionales comparados con realidades nacionales	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Utiliza Bibliografía internacional	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Otro idioma	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Syllabus**

**Objetivo General/ Descripción del curso:**

The Media Economics program applies the principles of economics to the specific study and analysis of media industries. The course provides a general understanding of how economics issues affect and determine media companies and industries at local, regional, national and international levels. The course examines media industries as economic institutions operating in a mixed capitalist environment. The program is based on international analysis, but also has a focus on the behavior of Colombian media markets, including traditional industries such as printed, radio, television and film and digital media. Although the program studies the whole media industry, it has a particular emphasis on audiovisual and digital media markets, which is in line with the nature of the audiovisual and multimedia undergraduate program.

**Competencias/Objetivos esperados de aprendizaje / Indicadores**

1. To apply the theory, concepts and basis of general economics to the specific field of the media industry.
2. To explore the nature of the audiovisual and digital media markets in local, regional, national and international environments.
3. To provide a general overview of the trends, perspectives, conditions and characteristics of media industries in the near future.
4. To promote among students that media is a business and marketing environment in which they need to meet demand in order to succeed and promote changes for the good of the industry, with a humanitarian and social responsibility approach.
5. To increase among students the understanding of the English language as a global language for the media and entertainment business.

**Contenido Temático**

Principles and theoretical frameworks for studying Media Economics: The student will understand the importance of media economics as a specific area of economics, which is dedicated to particular economic

activity.

The nature of the media markets and industries: The student will identify the nature of media firms in terms of ownership, control, operation, value chain, market shares, structures and organization.

The big four forces: The student will analyze the impact that globalization, social aspects (costumers and consumers), regulations and technology have on the media industry

Printed media, radio, television, film and digital media industries: The student will explore the value chain and the business model for each type of media, and will learn about each step of the process for creating, selling and delivering content.

Media marketing: The student will recognize the principles of media marketing. These include basic strategies for positioning media as a core for advertising, promotion and brand contact with the audience.

Future trends and innovation in the media industry: The student will perceive the trends, goals, changes and innovations that media industry has in a permanent and changing economic environment.

## Evaluación

the grades are: first partial (30%), second partial (30%) and the final partial (40%). Individual study and group work will be required during the whole course. Final projects and presentations will be done in groups of three students.

## Bibliografía / Recursos de Apoyo

-Albarran, A (2002). Media Economics. Understanding markets, industries and concepts. Second edition. Iowa State University Press.

-Albarran, A (2006). Management of electronic media. Third Edition. Thomson. Wadsworth.

-Albarran, A, editor (2006). Handbook of media management and economics. Lawrence Erlbaum Associates. Nahwah, New Jersey.

-Albarran, A, editor (2009). The Handbook of Spanish Language Media. Routledge, New York.

-Albarran, A. (2010). The transformation of the Media and Communication Industries. Ediciones Universidad de Navarra, Pamplona.

-Devereux, E. (2007). Understanding the Media. Second Edition. SAGE.

-Doyle, G. (2010) From Television to Multi-Platform Less from More or More for Less?. The International Journal of Research into New Media Technologies.

-Herman, E. and McChesney, R. (1997). Los medios globales. Los nuevos misioneros del capitalismo corporativo. Ediciones Cátedra, Madrid. ☒