University of Gdańsk

Subject card

Subject name and code	Media Economy (Lecture), PG_00206700						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study Subject group related to practical vocational preparation			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	Polish			
Semester of study	3		ECTS credits	2.0			
Learning profile	practical		Assessment form	exam			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Kapuściński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		3.0		17.0	50
Subject objectives	Students will gain knowledge about the specificity and role of media economics. They will learn about the structure of the media market, the forms of media market organization, the phenomenon of competition in the media market, and the market relationships between classic and new media.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	- is able to acquire, select, filter, verify, and prioritize information - is able to assess the credibility of various information sources in the field of media economics and use them - is able to tailor the message to the audience - is able to use various methods of acquiring and analyzing knowledge, taking into account their limitations	[SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSMU2_U03] He/she is able to formulate and solve research problems including the analysis of the works of other authors, the synthesis of various ideas and views, the selection of methods and construction of research tools, development and presentation of results using advanced information and communication techniques, allowing for original solving of complex problems in the field of social communication sciences and media.	- is familiar with theoretical concepts and the practical conditions, possibilities, and limitations of their applications, and is able to keep up with their dynamics - encompasses a panorama of interdisciplinary contexts relevant to the analysis of market activity and media organizations - is able to assess the harm and threats resulting from the dominance of the economic paradigm in the media space	[SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	Is able to: - Identify and reconstruct media organizations' strategies in media markets - diagnose the profitability of media production in relation to costs and their sources at the macro and micro scale	[SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSMU2_U02] He/she is able to effectively use the acquired knowledge for a critical analysis of social, cultural, political and economic processes and phenomena.	Is able to: - analyze existing phenomena in the media market and their prospects - analyze the activities of media entities in their mutual relations in the market - characterize media markets and their specificity	[SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[DZiKSMU2_W01] The student has an in-depth knowledge of selected facts and phenomena as well as the resulting regularities important from the point of view of media studies.	Knows: - processes and dimensions of media production - interrelationships between cultural, economic, political, and technical aspects of media economics - changes and challenges related to the impact of new technologies on the market - continuity and diversity of historical processes related to the formation and change of the media market	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task
	[DZiKSMU2_W02] He/she knows the terminology proper to the discipline of social communication and media studies at an in-depth level and adapts the conceptual apparatus of related disciplines to it. He/she is aware of the application of this knowledge in professional activities related to the field of study.	Knows and can contextualize: - basic economic concepts - relevant marketing concepts - concepts and issues related to the scope of media economics - concepts and terms related to the functioning of media production and the media industry	[SW4] test/exam - oral or written [SW3] text preparation/written work [SW5] implementation of a problem task
Subject contents	• Basic concepts of economics • Economics and media economics: basic concepts. • Media production, market, and industry. • Media companies, transnational media conglomerates. • Media convergence. • Advertising and the functioning of media. • Press, radio, and television as media enterprises. • Media markets in the perspective of the information society. • Relationships of media economics with other fields.		
Prerequisites and co-requisites	-		

<table>
<tr><td rowspan="2">Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td></td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td>Basic literature</td><td>• Kowalski T., Media i pieniądze, Dom Wydawniczy Przedsiębiorstwa Handlowego TEXT, Warszawa 2008.
• Kowalski T., Media na rynku, Wprowadzenie do ekonomiki mediów, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2006.
• Kowalski T., Zarządzanie w mediach, Oficyna a Wolters Kluwer business, Warszawa 2013.
• Kowalski T., Między twórczością a biznesem. Wprowadzenie do zarządzania w mediach i rozrywce, Wyd. Akad. i Profesjonalne, Warszawa 2008
• Kreft J., Ewolucja strategii transmedialnych korporacji transnarodowych, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2012.
• McQuail D., Teoria komunikowania masowego, Wydawnictwo Naukowe PWN, Warszawa 2007.
• Media i społeczeństwo, red. M. Sokołowski, Wydawnictwo A. Marszałek, Toruń 2008.</td></tr>
<tr><td></td><td>Supplementary literature</td><td>• Bajka Z., Rynek mediów w Polsce [w:] Dziennikarstwo a świat mediów, Wyd. Universitas, Kraków 2000.
• Halin D., Mancini P., Systemy medialne, Wydawnictwo UJ, Kraków 2007.
• Czarnecki A., Korsak R., Planowanie mediów w kampaniach reklamowych, Polskie Wydawnictwo Ekonomiczne, Warszawa 2001.
• Kowalski T., Wprowadzenie do ekonomii mediów, [w:] Media, komunikacja, biznes elektroniczny, B. Jung (red.), Wydawnictwo Difin, Warszawa 2001.</td></tr>
<tr><td></td><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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