**The name of the academic discipline:**

**“Media Economics”**

|  |  |
| --- | --- |
| **Specialty code and name** | 6-05-0321-01 Journalism  |
| **Year of study** | 2 |
| **Semester of study** | 3  |
| **Number of in-class academic hours:** | 52 |
| **Lectures****Seminar classes** **Practical classes****Laboratory classes** | 12 |
| - |
| 40 |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | exam |
| **Number of credit points** | 3 |
| **Competences** | SC-17. Use the provisions of microeconomics and media economics to solve applied problems in the field of management and marketing in a media organization. |
| **Summary of the academic discipline:**Media economics is an academic discipline, the purpose of which is to develop students' systemic understanding of modern media economics, master research approaches and methods used in the analysis of this segment of the economy, aimed at acquiring skills in studying the specifics of individual subsegments of media economics and applying these skills in practice. |