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| Course title | **Media Analytics** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Culture and Media |
| Professor | Professor Dragana Jovanović, PhD |
| ECTS credits | 8 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. Methods of researching media content; 2. Methods of researching media auditorium, social and demographic characteristics, value system, lifestyles, and media planning methods; 3. Analyzing research findingfs and using them to make better business decisions, as well as theoretical considerations of media and cultural phenomena. 4. Analyzing newspapers headlines. 5. Analyzing media content. Analyzing media discourse. |
| Learning outcomes | Theoretical and practical knowledge and skills necessary for analyzing and understanding media field and for making quality business decisions. |
| Length | One semester. |
| General information | Students would master methodologies and tools that would enable them the following:  а) as media planners, journalists, editors, or managers of media companies and cultural institutions, they will be able to: 1) analyze media contents, value systems and tastes of media auditorium, as well as its social and demographic characteristics, 2) follow ratings of media contents and accordingly create plans, both for purposes of advertising some products (reaching out to certain target market) and for purposes of editing media and cultural institutions, and 3) analyze media plans effect and to redo and improve them in accordance to the analysis.  б) to research media and cultural phenomena by applying appropriate methods and to write about them meeting the neccessary standards for writing scientific papers. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |