New Business models for new media

ECTS : 3

Enseignant responsable : Pascal GUENEE

Langue du cours : Français

Volume horaire : 56

Description du contenu de l'enseignement :

- Designing new business model in the media industry. - Brainstorming methods. - Doing a business plan. - Group project management. - Building a proof of concept. - Pitching a project in a professional context. - During a one-week project timeframe, designing & building a new media & its business model. - Working with journalism students to do so. - Assess the viability of the project with a business plan. - Create a light prototype of your new media. - Defend your project in front of a media professionals' jury.

Compétences à acquérir :

- Project Management.
- Creativity.
- Assess various type of media business models.
- Marketing innovation
- Build a business plan.
- Communicating in a professional context.

Mode de contrôle des connaissances :

- Draft design
- Prototype
- marketing Plan
- Pitch

Coefficient : 1.00

Bibliographie, lectures recommandées :

Baden-Fuller C., Morgan M. S., 2010, Business Models as Models, Long Range Planning, Vol. 43, Issues 2–3, pp. 156-171, https://doi.org/10.1016/j.lrp.2010.02.005

Kohtamäki M., Parida V., Oghazi P., Gebauer H., Baines T., 2019, Digital servitization business models in ecosystems: A theory of the firm, Journal of Business Research, Vol. 104, pp 380-392, https://doi.org/10.1016/j.jbusres.2019.06.027

Rasmussen, S., 2010, News as a Service: Adoption of Web 2.0 by Online Newspapers. In: D'Atri, A., De Marco, M., Braccini, A., Cabiddu, F. (eds) Management of the Interconnected World. Physica-Verlag HD. https://doi.org/10.1007/978-3-7908-2404-9_2

Olsen, R. Kr., Furseth, P. I., 2023, Service Innovation and Value Creation in Local Journalism During Times of Crisis. Journalism Studies, 24(4), 496–514. https://doi.org/10.1080/1461670X.2023.2173510

Viljakainen A., Toivonen M., 2014, The futures of magazine publishing: Servitization and co-creation of customer value, Futures, Volume 64, pp 19-28, https://doi.org/10.1016/j.futures.2014.10.004