

Academic Year: ( 2020 / 2021 )

Review date: 06-07-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: AGUADO GUADALUPE, MARIA GUADALUPE DE LA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 1

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Compulsory subjects in first and second degree Journalism

**OBJECTIVES**

Students acquire the theoretical and practical know the reality of media companies in connection with the concepts and practices in organization, management, production and marketing of information products.

Learn the elements needed to lead, manage and even create a media company.

Should be applied to media companies learned in the course.

**DESCRIPTION OF CONTENTS: PROGRAMME**

In addition to the conceptual framework and contrast it must acquire knowledge of topics such as history and development of media companies, the structure of media companies, organization, management principles and their applications, information markets, information products marketing and marketing management structure (income and expenditure), the multimedia group organization, strategic management of media companies, among others.

The program consists of the following learning units:

Unit I: Concept and fundamentals of the informative company

Unit II: Strategic planning. Basic principles and stages

Unit III: Legal framework for information companies

Unit IV: Audiences

Unit V: The information market

Unit VI: Marketing of the information product

Unit VII: Resource management in information companies

Unit VIII: The business model of information companies

Unit IX: Financing of information companies. Trends

**LEARNING ACTIVITIES AND METHODOLOGY**

The work plan is aimed at combining the theoretical knowledge (3ECTS) with the realization of practices (3ECTS).

Within the development of the theoretical classes will be explained the basic contents of the subject and the keys so that the student can develop effectively his personal work. The personal work part will consist of the study of the contents of the class exhibits, as well as the recommended readings.

Project of strategic planning in which will work throughout the course and that will be tutored by the Professor and four practices.

During the course, individualized tutorials will be held every week to address the doubts that students may have in terms of theory and practice of the subject. The Teacher will set the tutoring schedule in the global classroom.

**ASSESSMENT SYSTEM**

Of all the theoretical contents, a final examination will be carried out, with a value of 50% on the final note.

The Business Project: 25%

Practices: 25%

The spelling, both in the practices and in the examination will be taken into account for the evaluation.

To approve the subject and proceed to the summation of the note of continuous evaluation to the note of the examination it is obligatory to take in the final examination at least a 3 over 10. If you get a

rating of less than 3 in the final exam the subject will have a suspense rating.

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

#### BASIC BIBLIOGRAPHY

- Doyce, Guillian Understanding to media economics, SAGE, 2013, 2nd edition
- Kelly, Sara The Entrepreneurial Journalist´s Toolkit: Manage Your Media, Routledge, 2015
- Küng, Lucy Strategic management in the media. Theory to practice, SAGE, 2017, 2 nd edition
- Nieto, A.; Iglesias, F. La empresa informativa, Ariel Comunicación, 2000
- Picard, R. La creación de valor y el futuro de las empresas informativas. , Medias XXI, 2012
- Picard, R. La creación de valor y el futuro de las empresas informativas. , Media XXI, 2012

#### ADDITIONAL BIBLIOGRAPHY

- Anderson C.V., Bell, E. Shirky, C. Post-Industrial Journalism: Adapting to the present, Center for Digital Journalism, Columbia Journalism School.
- Drucker, P.F. Management, Task, Responsibilities, Practices, Harper&Row, 1974
- Garitaonandia, C. y Sánchez-Tabernero, A. Las empresas informativas en la Europa sin Fronteras, Servicio Editorial de la Universidad del País Vasco, 2009
- Kelly, Sara Personal Branding for Entrepreneurial, Routledge, 2017
- Kotler, Ph. Marketing Management Analysis. Planning and Control, Prentice-Hall, 1984
- Picard, R.G. Mapping Digital Media: Digitization and Media Business Models, <http://www.opensocietyfoundations.org/reports/digitization-media-business-models>, 2011
- Picard, R.G. Corporate Governance of Media Companies, Jönköping International Business School, 2005