

Academic Year: (2021 / 2022)

Review date: 04-06-2021

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 : 3 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

1. Concept of the Media Company

Media Company Concept

Main activity, Object and Purpose

Shaping Principles

Economic Rationale

Legal Basis

Rights and Duties of the Employer

Media Company Formulation

Digital Change in the Media Industry

2. Strategic Planning. Basic Principles and Phases.

Stages of the Planning Process

Business Idea

Mission and Vision

Market Analysis

Product development, Pricing, Distribution and Communication

Goal Setting

Strategies Development

Action Plan. Required resources

Viability Analysis

3. Canvas Model

What is the Canvas Model?

Key elements to consider

4. Media Company resources

Human Resources

Economic and Material Resources

Financing Systems

Income and Expenses

5. Information organization and State

State and Freedom of the Media Company

Funding Opportunities for Media Companies

Institutional Advertising

6. European regulatory framework for Media Companies

Audiovisual Media Services Directive

Content Regulation
Advertising Regulation: Considering ad spaces and times
Regulation of Video-Sharing Platforms

7. Regulatory framework for Spanish Media Companies
The General Law of Audiovisual Communication
Advertising Content Regulation
Awarding of licenses
Measures to avoid concentration and promote pluralism
Penalties

8. Audience controls
Basic terminology
Measurement entities
Measurement systems
Data Interpretation

9. The information Product
Features of the Information Product
The quality of the Information Product
Market outlook

10. Pricing Strategies for information product
Price-fixing agreements to the public
Price-fixing in the advertising industry

11. Distribution and promotion of the informative product
Characteristics of a good layout
Distribution costs
Sales and advertising promotions

12. The Advertising Market
Relationships between Media Owners, Agencies and Advertisers
The Broadcast Agreement: Rights and Obligations
Recruitment strategies in the digital environment
Programmatic buying and real-time bidding

13. Business Models in the Digital Environment
Registration Model
Paywall Models
Crowdfunding and membership
KPIs: Recruitment, Conversion, Loyalty and Dropout Rate

14. The Latest Trends in the Information Market
Consumer trends
Marketing trends
Financial Investment 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 4 over 10. If you get a rating of less than 4 in the final exam the subject will have a suspense rating.

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

BASIC BIBLIOGRAPHY

- Doyce, Guillian Understanding to media economics, SAGE, 2013, 2nd edition
- José Cerezo Los medios ante los modelos de suscripción, UOC, 2019
- José Cerezo Los medios líquidos. La transformación de los modelos de negocio, UOC, 2018
- 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
- Livingstone, Sonia On the relation between audiences and publics. Bristol: Intellect Books, Retrieved from <http://eprints.lse.ac.uk/437/>, 2005
- 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