

Academic Year: ( 2022 / 2023 )

Review date: 16-05-2022

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**

1. Concept and evolution of the Media Company. 2 Organization of the Media Company. 3. Human resource. 4 Structure multimedia. 5. Product Marketing. 6. Revenue and expenditure. 7. Distribution and promotion of the news product. 8. The advertising market. 9. The press market. 10. The television market. 11. The radio market. 12. Digital Media. 13. Functions of News Agencies. 14. Audience controls. 16. Marketing information and strategy planification.

**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

#### 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
- Goyanes M. y Campos M. Gestión de medios públicos en el entorno digital: nuevos valores, estrategias multiplataforma e internet de servicio público, Tirant lo Blanch, 2022
- 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