

Academic Year: (2024 / 2025)

Review date: 24-07-2024

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, knowledge must be acquired about the evolution and development of media enterprise, their organization, management principles, the information market, informative products and their marketing, income and expenses and the strategic direction of media enterprises.

The program is made up of the following teaching units:

1. Concept and evolution of the media enterprises.
2. Organization of media enterprises
3. The offer from media enterprises
4. The information market
5. Audience controls
6. 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

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

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

The strategic planning project will have a value of 25% of the final grade

Practices related to the information market will have a value of 25% of the final grade

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.

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
- Livingstone, Sonia On the relation between audiences and publics. Bristol: Intellect Books, Retrieved from <http://eprints.lse.ac.uk/437/>, 2005

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
- 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 Bussiness Models, <http://www.opensocietyfondations.org/reports/digitization-media-business-models>, 2011
- Picard, R.G. Corporate Governance of Media Companies, Jönköping International Business School, 2005