

Faculty of Economics and Political Science

Running a Media Organization: Management and Finance

Information :					
Course Code :	PMM 410	Level :	Undergraduate	Course Hours :	3.00- Hours
Department :	Department of Politica	l Mass Media			
Area Of Study :	-				
This course delves into the different managerial and financial issues involved in running a media organization. Starting with the qualities of a good journalist and how to manage different skills to form a functioning and professional media team, reaching down to the impact of the finances on the objectivity and editorial decision, the course gives students an insiders perspective to how media organizations operate. It also analyzes media companies and the financial challenges which face them and clarifies how the management of capital could affect culture.					
Course Goals:					

 \tilde{A} xplore the managerial and financial responsibilities of a media organization.

- "Æxplain how to operate a functional and professional media team.
- ["]/Discuss ethical dilemmas related to external financing of media forms.

["]Ánvestigate opportunities and challenges in creating or managing a media organization."

Description :

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Course outcomes :

a.Knowledge and Understanding: :

1 -	Identify the workflow and administrative hierarchy in media organizations.	
2 -	List the roles and responsibilities of a media manager.	
3 -	Discuss the influence of the organizational environment and norms on the objectivity of the produced media.	
b.Intellectua	al Skills: :	
1 -	Analyze the relation between funding and biases of media organizations.	
2 -	Assess the pros and cons of choosing different funding methods for media organizations.	
3 -	Evaluate managerial structures of media organizations	
4 -	Examine case studies using the Finance-Objectivity Dilemma	
c.Professional and Practical Skills: :		
1 -	Employ ethics of media management	
2 -	Demonstrate traits of a professional journalist	

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d.General and Transferable Skills: :

1 -	Use computers and the Internet.	
2 -	Work in a team environment.	
3 -	Translate to and from other languages.	
4 -	Apply practical and professional problem solving.	

Course Topic And Contents :

Торіс	No. of hours	Lecture	Tutorial / Practical
Introduction and syllabus	3	1	
Basics of Management	6	2	
Ethics of Media Management and Traits of a Professional Journalist	3	1	
Different Managerial Structures of Media Organizations	3	1	
Daily Workflow: Case Studies	3	1	
Midterm Exam		1	
Inside a Newsroom: Day-to-day operations	3	1	
Role and Responsibilities of Media Manger	3	1	
The Influence of Economy on Media	6	2	
Financing Media in Today's World: Printed, Radio and Satellite	3	1	
Financing Media in Today's World: Web-based outlets	3	1	
The Finance-Objectivity Dilemma	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Demonstration videos	
Presentation	
Simulations	
Debates	
Group discussion	
Research Paper	

Course Assessment :			
Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paperõ D	30.00		To assess understanding, theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills



Recommended books :

Robert G. Picard, The Economics and Financing of Media Companies, New York, Fordham University Press, 2011

Periodicals :

John J. Oliver, "Media Management Tools: UK Broadcast Media Executives' Perspective," The International Journal on Media Management, 15, 4, 2013 (p. 245)