

**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 Political 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 insider's 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:**

- Explore the managerial and financial responsibilities of a media organization.
- Explain how to operate a functional and professional media team.
- Discuss ethical dilemmas related to external financing of media forms.
- Investigate opportunities and challenges in creating or managing a media organization.

**Description :**

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**Course outcomes :**

**a. Knowledge and Understanding: :**

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|-----|---|
| 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. Intellectual Skills: :**

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|-----|---|
| 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: :**

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|-----|---|
| 1 - | Employ ethics of media management               |
| 2 - | Demonstrate traits of a professional journalist |

**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 :**

Topic	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 Paper) 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

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**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)