

UNIVERSIDAD DEL SAGRADO CORAZÓN
ESCUELA DE COMUNICACIÓN FERRÉ RANGEL

SYLLABUS

TITLE: Media Management

CODE: TEL 315

PREREQUISITE: CMU 255, TEL 201

CREDITS: 3 credits, 3 hours per week, 1 semester

DESCRIPTION:

Emphasize on local mass media production design in a competitive environment. This course explores external environment variables, budget planning and marketing strategies that determine industry managers decision process. Case studies, management challenges and problem solving strategies.

JUSTIFICATION:

The knowledge of the media management is important for every student. In media, the business principles integrate techniques, administratives, legals and operational areas that need a special treatment. The management in media communication is regulated by public policies and government organisms. These controls have been evolving into a conditioned autoregulation. Every student need to know how managers determine objectives, priorities, and what elements influence the decision making and how they visualize the business roles as part of the society. This way, the student could integrate the communication skills with business management. This course discuss ethics elements and social responsibility that serve as an important complement to the techniques and management duties in a democratic society.

OBJECTIVES:

By the end of this course, the students will be able to:

1. Identify the most important management theories that can be applied to the administrative duties in media.
2. Describe the managerial process and how to reach an effective administration.

3. Explain the importance of harmonize relationships between management and non management positions in order to reach the business objectives.
4. Understand the advantages of establishing labor policies and regulations.
5. Examine conflictive situations within an organization and propose possible solutions.
6. Understand marketing management concepts and their application in the administrative work of the public media.
7. Infer the decision a manager must take according to the external and desitional variables in the marketing mix.
8. Identify and use educational resources to investigate and present findings on issues related to media management.
9. Recognize the importance of the role of media in society and its influence on the formation of values and public opinion.

CONTENT:

- I. Summary of the history and evolution of theoretical management thinking
 - Classic management school
 - A behavioral school
 - Modern management theories
- II. Functions of management
 - Planning, organizing, influencing and controlling process
 - Establishing and controlling budgets
 - Roles and types of financial statements
 - Working with employees
 1. Motivation strategies
 2. Leadership
 3. Effective supervision
 - The importance of establishing labor policies and regulations
- III. Concepts and marketing activities applied to media management
 - A. Information
 1. How to know the consumers
 - a. Surveys on television and radio: methods used and their importance in decision making
 - b. Other methods (focus groups, data analysis of the population census and other government data)
 - B. Activities on the product (messages)
 1. The life cycle of the product
 2. Public interest as a priority when creating messages

3. Searching the audience
 - a. Analysis and segmentation of the audience
 - b. Audiences that attract merchants
- C. Activities to distribute the product
 1. The concept of "chains" (Networks)
 2. Basic programming techniques
 - a. Commercial television
 - b. AM and FM radio
 - c. Distributing networks in graphic media
 - d. Promotional activities
 1. Elements of promotional campaigns
 2. Promotion methods
- E. Product prices
 1. The creation of prices against competition and operational expenses
 2. Importance and operation of a sales department in the media
 3. Strategies for the sale of spaces for advertising Commercials
 4. Social responsibility and ethics in managerial work
 5. Management issues and their relationship with media companies

INSTRUCTIONAL STRATEGIES:

- Conference
- Case studies
- Oral presentations about management topics

EVALUATION:

- Exams: 50%
- Project: 20%
- Attendance: 5%
- Final test: 25%

BIBLIOGRAPHY

- Albarran, Alan B. (2002) *Management of Electronic Media*. (2nd. ed.) California: Wadsworth.
- Armstrong, Gary. (2001) *Principles of Marketing*. (9th. ed.) New Jersey: Prentice Hall.
- Brown, Christian, Clifford G. (2001) *Media Ethics: Cases and Moral Reasoning*. (6th. ed.) New York: Longman.

Eastman, Susan Tyler. (2002) *Broadcast/Cable/Web Programming: Strategies and Practices*. (6th. ed.) Belmont, CA: Wadsworth/Thompson Learning.

Fields, Edward. (2002) *The Essentials of Finance and Accounting for Nonfinancial Managers*. New York: AMACOM.

Hession, Richard. (2001) *Drive a Great Sales Team: For Sales Managers Who Want Results*. Oxford: How To Books.

Iniesta, Lorenzo. (2001) *Máster de marketing: todo cuanto hay que saber sobre el marketing estratégico, táctico y operativo*. Barcelona: Gestión.

Kotler, Philip. (2003) *Los 80 conceptos esenciales de marketing de la A a la Z*. Madrid: Pearson/Prentice Hall.

_____ (2003). *Marketing Management*. (11th. ed.) New Jersey: Prentice Hall. Martínez-Costa, María del P. y Moreno, Elsa. (2004) *Programación radiofónica: arte y técnica del diálogo entre la radio y la audiencia*. Barcelona: Ariel.

Parmerlee, David. (2000) *Preparing the Marketing Plan*. Illinois: NTC Business Books.

Peter, J. Paul. (2002) *Consumer Behavior and Marketing Strategy*. (6th. ed.) Boston: McGraw-Hill.

Webb, John R. (2003) *Investigación de marketing: aspectos esenciales*. (2a. ed.) Madrid: Thomson.

ONLINE RESOURCES:

American Marketing Association. <http://www.marketingpower.com/>

Business.Com. http://www.business.com/directory/advertising_and_marketing/sales/

Media InfoCenter. <http://www.mediainfocenter.org/>

National Association of Broadcasters. [http://www.nab.org/television/Newsweek Media Research Index](http://www.nab.org/television/Newsweek%20Media%20Research%20Index). [http://www.vmr.com/research/Selling Power](http://www.vmr.com/research/Selling%20Power). <http://www.sellingpower.com/>

Any students needing reasonable accommodation should request it at the Associate Dean of Student Affairs office.

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