

Vesalius College

Course description

Course title: Media Management

Course code: CMM 345E

Teacher responsible: Claude Bernard

Course description:

This course gives students the opportunity to study the unique challenges of managing a media organization in a constantly evolving environment. The course focuses on the market analysis, planning, organizational skills involved in managing a media company. It also stresses the importance of the human resource element in media organizations which have their particular set of challenges and expectations.

The course will use a number of case studies to better understand how local as well as transnational media companies need to operate in the present environment.

Course objectives:

The course will analyse media management against the backdrop of the cultural and economic dimensions within which media operators work and produce. The course is structured so as to ensure a view of the management process which span from the global to the specific and incorporate strategic as well as tactical elements. The main objective of the course is to provide potential practitioners with the tools needed to become a successful media operator. It will give participants the opportunity to make use of media and management theories and consider the ethical dimension that needs to be considered when creating programs and heading productions.

Students will be asked to create a media company from the ground up and propose a clear managerial approach (television, radio, recording industry...) and present it to potential investors and/or existing managers. Students are expected to keep abreast of the media environment by reading articles in major dailies and in the specialised magazines. Particular emphasis will be placed on the Appreciative Inquiry model as applied to media companies.

Grade weighting scheme:

Media project:	40%
Quizzes and assignments:	15%
Presence and participation:	5%
Midterm:	20%
Final:	20%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

To be determined

Book used spring 2007: *Managing the Media* by Peter Block (editor)
(Focal Press)