

# COM303e Media Management

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

COM303e Media Management refers to the strategic and operational disciplines as well as the conceptual tools required by executives working with modern media organisations. The aim of this module is to orientate the student, introduce key tools and concepts, and to highlight some of the key themes and challenges facing media and content organisations.

## **Topics:**

- Strategic management: Issues in the media industries
- The firm's macro environment
- The firm's micro environment
- Formulating the business strategy
- Organisational structure
- Organisational culture and strategic leadership

## **Textbooks:**

John A. Pearce & Richard B Robinson: Strategic Management: Planning for Domestic and Global Competition (e-ISBN: 9781526891716) 14th McGraw-Hill  
ISBN-13: 1526891716

**Learning Outcome:**

- Examine the tools of strategic media management
- Analyse the concepts of strategic media management
- Indicate the strategic challenges facing different sectors of the media industry
- Apply the tools and concepts of strategic management to solve challenges facing the media management
- Recommend the tools of strategic management to media organisations
- Critique the concepts of strategic management on media organisations
- Discuss media management issues and case studies

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	3
	PRE-CLASS QUIZ 3	3
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>