

COM303 Media Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

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:

Strategic Management: Planning for Domestic and Global Competition 4th John A. Pearce & Richard B Robinson McGraw-Hill
ISBN-13: 9781526891716

COM303 Study Guide (UDC - SUSS)
ISBN-13: SG-2021

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 - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
	DISCUSSION BOARD 1	10
Overall Examinable Components	Written Exam	50
Total		100

*The information listed is subject to review and change.