Production and Diffusion Modules ion the Audiovisual Industry:

Code: 103020
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	2

Contact

Name: Josep Maria Martí Martí

Email: JosepMaria.Marti@uab.cat

Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Prerequisites

In order to study this subject, we must not forget everything learned in the previous year, especially the concepts and ideas of the Structure of Communication and Information Technologies and the Communication and History of radio and television.

In addition, a good reading comprehension of English is required and if possible from French.

Objectives and Contextualisation

As defined in the syllabus, the main objective is to inform students how to organize, produce and disseminate their products to audiovisual companies.

• The discovery and understanding of the processes of creation of the value chains of the different types of audiovisual industries will be attempted.

• It is also intended, in a generic way, to train in the skills and abilities necessary to create and manage companies in this field.

• Finally, students are required to master the formulation of business ideas.

Competences

- Be familiar with and interpret industrial and business phenomena in the audiovisual sector.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Be familiar with the fundamentals of audiovisual company management and the sectors structure.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Demonstrate ethical awareness as well as empathy with the entourage.
5. Demonstrate sufficient skills to create and manage an audiovisual company.
6. Develop autonomous learning strategies.
7. Generate innovative and competitive ideas in research and professional practice.
8. Manage time effectively.
9. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
10. Respect the diversity and plurality of ideas, people and situations.
11. Rigorously apply scientific thinking.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

The subject will be developed around these big topics:

1. Communication company

Basic concepts. Criteria of classification of companies according to purpose, dimension and legal form. Differential characteristics of audiovisual companies. Publishing and flow companies. Value chains. Primary and secondary activities.

2. The processes of ideation, production and management of companies

Nature and structure of audiovisual products. The concept of format. The life cycle of products. The windows of exploitation. The different business models according to their fundamental activity. Division of work and organization: main areas.

3. The management of the audiovisual company

Company plans: typology and objectives. Sources of financing for audiovisual companies. Budgets: functions and typology. Monitoring and control instruments: the balance sheet and the operating account. Human resources in audiovisual companies. Stars as sub-frames.

4. Marketing and financing

The primary market: methods of determination, quantification and valuation. The secondary market: receivers and customers. Techniques of segmentation. The marketing plan: concepts and steps. Promotion policies.

5. The audiovisual project

Business ideas and business creation. Design and design of audiovisual projects, both for specific products and companies.

Methodology

The acquisition of knowledge and competences on the part of the students will be done through several methodological procedures that include master classes in the classroom, exercises for debate and reflection proposed by the teacher, readings and seminars, as well as textual materials and Support audiovisuals available through the Virtual Campus.

In particular, there will be 4 seminars on specific topics of the agenda in small groups for which a series of previous readings will be provided.

In addition, a final project of the idea of an audiovisual project will be made.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	37.5	1.5	11, 1, 2, 8, 10
Seminars	15	0.6	11, 9, 1, 12, 4, 5, 2, 7, 10
Type: Supervised			
Tutorials	7.5	0.3	12, 2, 8, 10
Type: Autonomous			
Autonomous work	82.5	3.3	11, 9, 1, 3, 12, 4, 5, 6, 2, 7, 8, 10

Assessment

The continuous evaluation system will consist of three distinct parts, each one of which must be approved separately to pass the subject:

- Work (30%).

- Theoretical exam (50%).

- Intervention and practices in seminars (20%).

There will be a re-evaluation in the following cases:

- Recovery of suspended practices

- Recovery of the theoretical evaluation, provided the mark obtained is greater than 3.

Improve the mark obtained in the continuous evaluation

The exact criteria will be specified at the beginning of the course and will be made public on the Virtual Campus.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work	30%	3	0.12	11, 9, 1, 3, 12, 4, 5, 6, 2, 7, 8, 10
Review	50 %	3	0.12	11, 9, 1, 3, 12, 4, 5, 6, 2, 7, 8, 10
Seminaires	20%	1.5	0.06	11, 9, 1, 3, 12, 4, 5, 6, 2, 7, 8, 10

Bibliography

Álvarez Monzoncillo, José Maria. (2011). *La televisión etiquetada: nuevas audiencias, nuevos negocios.* Barcelona: Ariel.

Castells, Manuel (2009). *Comunicación y poder.* Madrid: Alianza Editorial.

Bustamante, Enrique. (coord.) (2003). *Hacia un nuevo sistema mundial de comunicación. Las industrias culturales en la era digital.* Barcelona: Gedisa

Bustamante, Enrique. (coord.) (2011). *Las Industrias creativas. Amenazas sobre la cultura digital.* Barcelona:Gedisa.

De Mateo, Rosario. et al. (2009). *Gestión de empresas de comunicación.*Sevilla: Comunicación Social.

Jenkins, Howard. (2006). *Convergence Culture: Where Old and New Media Collide.* New York: New York University Press.

Medina Laverón, Manuel. (2005). *Estructura y gestión de empresas audiovisuales.* Pamplona: Eunsa

Pérez-Latre, Ffrancisco Javier , Sánchez-Tabernero, Adolfo. (2012). *Innovación en los medios. La ruta del cambio.* Pamplona: Eunsa.

Enllaços:

http://www.seescyt.gov.do/baseconocimiento/PRESENTACIONES%20TALLER%20DE%20EMPRENDURISMO/

http://www.generaciondemodelosdenegocio.planetadelibros.com/

Bases de dades de l'Observatori Europeu de l'audiovisual:

MERLIN, LUMIERE,KORDA, PERSKY : http://www.obs.coe.int/db/index.html

Ministerio de Cultura : http://www.mcu.es/cine/MC/CDC/index.html