

Communication Management and Markets

Code: 42445
ECTS Credits: 6

Degree	Type	Year	Semester
4313227 Media, Communication and Culture	OT	0	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

Have completed undergraduate or graduate studies in social, humanistic or computer science

Objectives and Contextualisation

1. To know the dynamics of the markets in the communication industry and the role that this plays in the business management techniques
2. Understand that the functioning and dynamics of communication companies are generated over time by agents, social relationships, political, economic, technological, needs, interests, and rational actions that are reactive in relation to the context parameters in they are located.

Competences

- Analyse the impact of media groups' strategies of social communication with the aim of promoting new, participative forms of culture and communication.
- Continue the learning process, to a large extent autonomously.
- Lead and work in interdisciplinary teams.
- Plan and lead basic and applied research projects in media communication and culture.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Continue the learning process, to a large extent autonomously.
2. Develop research projects on the economy of communication.
3. Generate ideas and innovative and competitive solutions in relation to the management of media.
4. Identify specific factors management media companies.
5. Lead and work in interdisciplinary teams.
6. Recognise and identify political and social issues and their link to media management and the dynamics of the communication markets.
7. Recognize the scope and application of economic principles in the functioning of the communication industry
8. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

1. Establish the foundations of the business management of the different communication activities from a perspective that considers both the specificities of the companies and the position they occupy in their macroeconomic and industrial context. Knowing these environments is the foundation of any innovation carried out by entrepreneurs. The analysis of communication companies must also be completed with the fundamentals of: marketing management, production management and financial management.

2. Analysis of structural transformations in the communication industry: technological, political, economic and cultural transformations.

3. Management strategies in media companies: development of new business models.

In the content dynamics, the gender perspective will be taken into account.

Methodology

1. Interactive theoretical classes
2. Study of cases of strategies of communication companies
3. Reading
4. Tutorials
5. Carrying out work

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	30	1.2	2, 3, 6, 5
Type: Supervised			
Completion of work for the evaluation of the course	15	0.6	8, 2, 3, 4, 1, 6, 7
Type: Autonomous			
Readings, work accomplishment	105	4.2	8, 2, 3, 4, 1, 6, 7, 5

Assessment

1. Evaluation of case analysis work 50%
2. Presentations in the classroom of case analysis 30%
- 3.-Diversity of practices in class 20%

Regarding the re-evaluation, the students that do not exceed the subject will realize a final test that will consist of a theoretical test (50%) and a practical part (50%). This test will be performed during the reassessment period.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Laboratory practices	30%	0	0	4, 1, 6, 7
Presentation of work	20%	0	0	8, 2, 3, 4, 1, 6, 7, 5
Work	50%	0	0	8, 2, 3, 4, 1, 6, 7, 5

Bibliography

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-MERCEDES MEDINA LAVERÓN. Structure and management of audiovisual companies. Ediciones Universidad de Navarra (2015)

-ROBERT PICARD, STEVEN WILDMAN (ED). Handbook on the Economics of the Media. Edward Elgar Publishing (2015)

-DANIEL INNERARITY. Governance in the New Global Disorder. Columbia University Press (2016)

ABOUT CREATIVITY

-R.E. CAVES Creative Industries. Cambridge., MA: Harvard University Press (2000)

-AMABILE, HADLEY, KRAMER. Creativity under the gun, Harvard Business Review, August: 52-61 (2002)

-GIL, SPILLER. The organizational implications of creativity. California Management Review, 50 (2007)

ABOUT CULTURE TO ORGANIZATIONS

-SCHEIN. Organizational Culture and Leadership. San Francisco, CA: Jossey-Bass (1992)

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