

Business Models for Communication Companies

Code: 104800
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	2

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

Marketing knowledge

Objectives and Contextualisation

The student is expected to have achieved a series of objectives that include knowledge of the basic concepts and

Competences

- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.

2. Describe the fundamentals of organisations' business structures in order to generate original ideas about the context.
3. Explain the functioning of organisations in the context of the general economy.
4. Plan and execute projects in the field of business start-ups.
5. Propose new methods or well-founded alternative solutions.
6. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.
7. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

A) Analysis of the present and future of business models of communication companies

1. Definition of the communicative business model
2. Review of the CANVAS model for communication companies
3. Models and challenges that affect the entire communication process
4. Trends in new communication business models
5. The future of the communicative business model
6. Value propositions of communicative business models
7. Analysis of revenue models: B2B, B2C, programmatic advertising, etc.
8. The Google Ads model.
9. Analysis of expenses and possible future variations of them

B) Balance scorecard applied to communication companies.

C) Entrepreneurship in communication companies.

D) Innovation in communication companies : basic structure of the Business Model Canvas

Methodology

In order to achieve the objectives of the course, the teaching will be:

- 1.- Lectures with ICT support in order to develop the main concepts and
- 2.- Evaluable practical cases on business models of current evaluable cc
- 3.- Realization in a group of an analysis of a practical case of the creation
- 4.- Tutorials: The students will have a few hours where the teacher can h

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
PRACTICAL CLASSES	15	0.6	1, 2, 4, 7
THEORETICAL CLASSES	33	1.32	2
Type: Supervised			
TUTORIALS	15	0.6	1, 2, 3, 4, 6, 5, 7
Type: Autonomous			
CASES ANALYSIS	68	2.72	1, 5, 7

Assessment

CONTINUOUS ASSESSMENT

The final exam will consist of two parts:

Part 1: Selected questions on the practical exercises developed.

Part 2: Test-type examination/short questions on the theory and cases e:

SINGLE ASSESSMENT:

The single evaluation consist of the following activities and percentages:

- Theoretical exam 50 % . To pass the course is mandatory to pass this exam.

- Completion and delivery of a case of study : 30 %.

- Practical exercises for discussion and necessary solved with theoretical knowledge. 20 %

The single assessment will take place on the same date as the final exam for students who choose continuous a:

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
ANALYSIS OF A BUSINESS PLAN RELATED WITH A COMMUNICATION AND MEDIA COMPANY	20 %	8	0.32	1, 6, 5
FINAL EXAM	50 %	3	0.12	2, 3, 4
PRACTICAL ANALYSIS	30 %	8	0.32	2, 4, 7

Bibliography

BASIC:

CEREZO, P (2022) : Deconstruyendo los medios. Córdoba: Editorial Almuzara

CEREZO, P (2018): Los medios líquidos. Barcelona. Editorial UOC.

NÚÑEZ, V (coord) (2022) : La empresa informativa en la era digital 2ª ed. Madrid. Ed. Centro de Estudios Financieros.

PALACIOS, D (2022) Negocios Digitales. Madrid; Pirámide.

Basic study material delivered in class and prepared by the teaching staff.

COMPLEMENTARY

BUENO, E. Organización de empresas. Estructura, procesos y modelos . 2ª Ed. Madrid: Pirámide.

URBANO, D. i RODRIGUEZ, LI. (2010) Guia per l'elaboració d'un Pla d'empresa. Departament de Treball. Generalitat de Catalunya.

Software

GOOGLE ADS

EQUATIV