

Degree	Type	Year
4313227 Media, Communication and Culture	OT	0

Contact

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Teachers

Aida Martori Muntsant

Lluís Reales Guisado

Teaching groups languages

You can view this information at the [end](#) of this document.

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. Analysis of the context and dynamics of the global communication market, and its implications at state, regional and local level.
2. Study of structural transformations in the communication industry: technological, political, economic and cultural transformations. The impact of the digital ecosystem and the platformization.
3. Definition of management strategies in media companies: development of new business models.
4. Approach to the fundamentals of business management of different communication activities from a perspective that considers both the specificities of companies and the position they occupy in their macroeconomic and industrial context. Knowing these environments is fundamental for any innovation carried out by entrepreneurs. The analysis of communication companies should be completed, in addition, with the fundamentals of: marketing management, production management and financial management.

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

The sessions will also be attended by communication experts who have promoted companies in a digital environment.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Activities and Methodology

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

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

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.

Assessment

Continous Assessment Activities

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

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

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

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.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a theoretical test and a practical part.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Bibliography

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Software

For text edition.

Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	40	Spanish	first semester	afternoon