

| Degree                    | Type | Year |
|---------------------------|------|------|
| Audiovisual Communication | OP   | 3    |

## Contact

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## Teaching groups languages

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

## Prerequisites

It is highly recommended to have taken "Audiovisual System Structure" beforehand.

## Objectives and Contextualisation

Conceptual and Practical Approach to the Management of the Audiovisual Communication Services and Creative Company in the Context of its Relationship with the Cultural and Creative Industry and Digital Convergence Processes.

## Learning Outcomes

1. CM07 (Competence) To plan audiovisual industrial production in accordance with its future market placement.
2. CM07 (Competence) To plan audiovisual industrial production in accordance with its future market placement.
3. CM08 (Competence) To interpret changes to the professional profiles that currently exist in the audiovisual system, avoiding the reproduction of gender inequalities.
4. CM08 (Competence) To interpret changes to the professional profiles that currently exist in the audiovisual system, avoiding the reproduction of gender inequalities.
5. CM09 (Competence) To use information to assess audiovisual project feasibility.
6. KM13 (Knowledge) To define the fundamental principles of audiovisual company management.
7. SM13 (Skill) To conduct research with a view to obtaining information that may be useful in analysing the audiovisual industry and/or designing feasible audiovisual projects.

## Content

Tema 0: Introduction

- a) Exploitation Windows
- b) Value Chain
- c) Income Distribution

Tema 1: Organization and Management of Audiovisual Companies.

- a) Types of Companies.
- b) Corporate Governance Bodies and Decision-Making.
- c) Strategic Direction.
- d) Personnel Management.
- e) Professional Profiles
- f) Production Team

Tema 2: Planning, Budgeting, and Financing.

- a) Work Flow.
- b) Task Breakdown and Resource Allocation.
- c) Gantt Diagram
- d) Budgeting: Preparation, Types, and Objectives.
- e) Types of Costs
- f) Cash Flow
- g) Income: Types, Public Subsidies, Rights Sales, Tax Incentives, Private Investors, and Crowdfunding

Tema 3: Intellectual Property Rights, Legal Forms, and Types of Contracts.

- a) Moral Rights
- b) Patrimonial Rights
- c) Legal Forms: SL, SLU, SA, UTE, Cooperative.
- d) Types of Contracts in Audiovisual Companies
- e) Elements of an Audiovisual Contract

Tema 4. Marketing

- a) Concept
- b) Strategic Marketing
- c) Marketing Mix
- d) Marketing of media industries

## Activities and Methodology

| Title   | Hours | ECTS | Learning Outcomes                  |
|---|-------|------|------------------------------------|
| Type: Directed  |       |      |                                    |
| Application of theoretical concepts to the course project                   | 27    | 1.08 | CM07, CM08, CM09, SM13, CM07       |
| Seminars (exercises and participation)                                      | 15    | 0.6  | CM08, CM09, SM13, CM08             |
| Theoretical classes   | 17    | 0.68 | CM08, KM13, SM13, CM08             |
| Type: Supervised  |       |      |                                    |
| Tutorials   | 1     | 0.04 | CM07, CM08, CM09, KM13, SM13, CM07 |
| Type: Autonomous  |       |      |                                    |
| Reading, analysis and synthesis of texts for research seminars and lectures | 82.5  | 3.3  | CM08, KM13, SM13, CM08             |

## Course Structure and Methodology

Development of lecture-based classes on key concepts and practices in audiovisual business management, along with readings of recommended texts related to the subject. These readings will serve as the basis for case analysis and discussion during seminar sessions.

Students will complete a course project in pairs, consisting of the creation of an original, creative, and viable audiovisual business project. This project will be developed and guided in dedicated sessions held every Monday.

Therefore, in-person attendance on all days is highly recommended.

The structure of the theoretical classes will be approximately as follows:

- 1 hour of lecture
- 15 minutes for addressing questions
- 90 minutes for applying theoretical concepts to the course project

The structure of the seminar sessions will be approximately:

- 30 minutes to address questions about the assigned readings
- 60 minutes of explanation and discussion
- 90 minutes for writing a response to the proposed question

The use of laptops, tablets, and mobile phones will be regulated by the instructor depending on the type of classroom activity. At certain times, they will be necessary to expand on concepts using artificial intelligence; at other times, however, they will not be used. In seminars, for example, readings must be brought in printed form, and the final exercise must be handwritten. During the application of theoretical concepts to the course project, the use of devices may also be restricted. Therefore, students must always bring -in addition to a laptop, tablet, or phone- writing materials such as blank or note paper, a pen, or similar.

A detailed calendar with the content of each session will be presented on the first day of the course and will also be available on the course's Virtual Campus, where students will find all teaching materials and the necessary information to follow the course properly. In the event of a change in the teaching format due to force majeure, as determined by the relevant authorities, the teaching staff will inform students of any changes to the course schedule and teaching methods.

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

### Continuous Assessment Activities

| Title  | Weighting | Hours | ECTS | Learning Outcomes            |
|--|-----------|-------|------|------------------------------|
| Course work  | 40%       | 3     | 0.12 | CM07, CM08, CM09, SM13       |
| Exams  | 30%       | 2     | 0.08 | CM07, CM08, CM09, KM13, SM13 |
| Seminars (resolution of exercises and participation) | 30%       | 2.5   | 0.1  | CM08, CM09, SM13             |

## Continuous Assessment

The following components must be passed with a minimum grade of 5:

- Exams (30% of the final grade)
- Seminars (30% of the final grade)
- Course project (40% of the final grade)

The project is a group activity to be carried out in pairs. At the beginning of the course, a detailed protocol will be published outlining the procedure to follow.

Throughout the course, several exams will be held covering the content from both the theoretical class sessions and the seminars.

Seminars have a specific protocol and required readings. These must be prepared in advance. Absences from seminars-whose dates will be announced at the beginning of the course-will be graded with a 0.

## Single Assessment

The single assessment consists of three distinct parts, each of which must be passed with a minimum grade of 5 in order to pass the course:

- Project (40%)
- Theoretical exam (30%)
- Synthesis exercise based on specific readings related to the subject (30%)

The project is an individually supervised activity. At the beginning of the course, a detailed protocol will be published outlining the procedure to follow.

The in-person theoretical exam will cover the content from both the theoretical class sessions and the seminars.

The synthesis exercise, based on a set of additional readings and seminar content, is an in-person test in which students must relate the readings to the theory covered in class.

## On the Resit Period and Conditions

Students will have the right to resit the exam and/or the project, provided they have been assessed in activities that account for at least two-thirds of the total course grade.

To be eligible for the resit of the project and/or the exam, students must have obtained an average course grade of at least 3.5.

Activities excluded from the resit process are the seminars (continuous assessment) and the synthesis exercise based on readings (single assessment).

## Non-Assessable

Following point 9 of Article 266 of the UAB Academic Regulations, if it is determined that the student has not provided sufficient evidence to be evaluated, the subject will be classified as *non-assessable*.

## On Plagiarism

Any student who commits an irregularity (copying, plagiarism, identity fraud, etc.) that may significantly affect the grade of an assessment will receive a 0 for that assessment. In the case of multiple irregularities, the final grade for the course will be 0.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks that will be defined at the beginning of the course. Students must clearly identify which parts were generated using AI, specify the tools used, and include a critical reflection on how these tools influenced the process and final outcome of the activity. Lack of transparency in the use of AI in this graded activity will be considered

academic dishonesty and may result in partial or total penalties on the grade, or more severe sanctions in serious cases.

## Bibliography

Basic References:

Medina Laverón, Mercedes (2018): Estructura y gestión de empresas audiovisuales. Pamplona: EUNSA. Available as a electronic resource in the UAB's Library services.

Pardo, A. (2014). Fundamentos de producción y gestión de proyectos audiovisuales. Pamplona: EUNSA. Available as a electronic resource in the UAB's Library services.

Other References:

Pardo, A. (2014). Producción ejecutiva de proyectos cinematográficos. Pamplona: EUNSA.

Boix Palop, A., Guichot, E., Carrillo Donaire, J. A., Sierra Morón, S. de la, & Vázquez Alonso, V. J. (2022). Derecho de la comunicación (6ª edición). Iustel.

Calvo Herrera, C., Menéndez Nadal, F., & Pérez Robledo, C. (2020). Glosario de la empresa cinematográfica: 2ª Edición. Editorial Zumaque.

Poveda Criado, M. Á. (2020). Producción en cine y televisión. Fragua Editorial.

Lizanda Cuevas, J. M. (2017). Guía contable y fiscal de la industria del cine y audiovisual. Benecé Producciones, S.L.

Melwani, V. D. (2021). Manual de producción low cost: Cómo hacer tu primera película sin morir en el intento. Editorial UOC.

Manfredi Fernández, M., & Medina López, I. (2022). Gestión de proyectos de televisión y radio: Guía de producción. Altaria.

## Software

This subject does not need specific software for the development of classes and assignments.

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

| Name           | Group | Language | Semester        | Turn          |
|----------------|-------|----------|-----------------|---------------|
| (SEM) Seminars | 41    | Catalan  | second semester | morning-mixed |
| (TE) Theory    | 4     | Catalan  | second semester | morning-mixed |