**JCO 4203 PRINCIPLES OF MEDIA MANAGEMENT**

**COURSE NAME: PRINCIPLES OF MEDIA MANAGEMENT COURSE CODE: JCO 4203**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

This course explores the essentials of media management by looking at its economic, social, cultural, and policy contexts. It examines the structure of media organizations and applies key management concepts and theories to their operations. The course looks at the practical issues involved in managing a media organization: leadership, human resources, media economics, financial planning, markets and audiences, advertising, media content, circulation and distribution, and media technology. The course addresses the special

characteristics of media companies. This is critical to appreciating the management function in media organizations in terms of: ownership; personnel management; media audience research and analysis; editorial management; media law and ethics; and present-day media management challenges such as government policy, convergence, digitalization, consolidation, and internationalization vis-à-vis localization.

**Course Objectives:**

1. To help the student understand basic management concepts, principles, and theories.

2. To enable the student appreciate the management function in media organizations.

3. To assist the student understand the drivers of change in the media industry and be aware of contemporary challenges in managing the media.

4. To equip the students with skills to be able to apply the techniques of media research and analysis.

**Course Outline:**

1. Special characteristics of media organizations

2. Media organizations as profit-making companies

3. Understanding the management function of media organizations

4. Management roles, functions and activities in the media

5. Structure and organization of the print media industry

6. Management and management structures, departments and tools in the broadcast media

7. Media strategies in marketing, advertising and circulation

8. Audience research (conducting surveys and reviews)

9. Issues in media personnel management

10. Media managers and the law and ethics

11. Challenges of managing media organizations

12. The future of the media in Uganda and in the region; technology concerns, convergence, niche markets, consolidation and internationalization vis-a- vis localization

**Learning Outcomes:**

By the end of the course, the learner should be able to:

1. Appreciate the challenges in managing media organization

2. Analyze critical media management issues

3. Understand the setting in which media organizations are managed

4. Apply the general principles of management to the management of media organizations.

**Methods of Teaching/Delivery:**

• Lectures

• Group discussions

• Class presentations

• Media visits

• Tutorials

• Guest lectures

**Methods of Assessment:**

Coursework: 40% Final exam: 60%

**Readings/Reference Materials/Learning Resources:**

• Thomas, J.P. (2009). Media Management Manual: A Handbook for Television and Radio Practitioners in Countries in Transition. New Delhi: UNESCO.

• Williams, G. (2003). Media ownership and democracy. London: Pluto

Press

• Albarran, A.B., Arrese, A. (Eds.). (2003). Time and media markets.

Mahwah, New Jersey: Lawrence Erlbaum Associates.

• Sohn et al. (1999). Media management: A casebook approach. Mahwah, New Jersey: Lawrence Erlbaum Associates.

• Lavine J. et al (1998). Managing Media Organizations. Longman. New

York.

• Hoskins. C. et al. (2004). Media Economics: Applying Economics to New and Traditional Media. SAGE. London.