The Federal state autonomous educational institution of higher the education «Peoples' Friendship University of Russia»

Faculty of Philology

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

PROGRAM OF DISCIPLINE

Media Management

(Name of the Discipline / Module)

Recommended for the direction of training/speciality:

42.03.02 Journalism

(Code and Name of the field of study, the direction of training/speciality)

The discipline is carried out within the framework of the main professional educational program of higher education (EP HE):

Multimedia Journalism

(Name of the educational program)

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1.   OBJECTIVE OF THE DISCIPLINE

This course provides students with an understanding of human resources in a media environment, media entrepreneurship and innovation, media production and content creation, marketing, finance, media leadership, and ethics that guides the management of media.

The main objectives are
1. To expose students to management practices, principles, processes, and relationships to media business and management.
2. To understand media industry regulations, human resources principles, and content development in both traditional and social media.
3. To be equipped with effective management skills and strategies to start and lead a media organisation and an understanding of ownership patterns.

2.   REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)

Code	Competence	Indicators of competence achievement (within the discipline)
GC-6. Able to manage his time, build and implement a self-development strategy based on the principles of lifelong learning.		GC-6.1 - Uses time management tools and techniques to accomplish specific tasks, projects, and goals
		GC-6.2 - Determines the priorities of own activity, personal development and professional growth
		GC-6.3 - Assesses the requirements of the labor market and offer of educational services to build a trajectory of own professional development
		GC-6.4 - Builds professional career and determines professional development strategy

3.   THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline "Media Management" belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline by the matrix of competencies.

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline

Code	Competence	Previous discipline	Subsequent disciplines
GC-6.	Able to manage his time, build and implement a self-development strategy		

Code	Competence	Previous discipline	Subsequent disciplines
	based on the principles of lifelong learning.		

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters					
		1	2	3	4	5	6
Classroom activities (total)							
Lectures	34	x	x	x	x	17	17
Practical lessons/Seminars	51	x	x	x	x	17	34
Laboratory activities/	-	-	-	-	-	-	-
Control	**18**	-	-	-	-	9	9
Independent work (total)	**41**					29	12
Overall workload hours	**144**					**72**	**72**
Credits	**4**						

5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
Introduction	- Concepts, Glossary, Syllabus	Lecture
Media Management	- What is management, Ethics, and Significance? Why is management necessary in media,, - What is media management? - Evolution of media management, theories, application	Lecture
Media Market	- Functions, development, Markets, Mergers, - Alliances & Partnerships, Production, distribution and consumption	Lecture
Media economics:	- functions, Revenue, - Strategy & Distribution - news management, regulatory influences	Lecture
Media innovation and entrepreneurship	- Defining entrepreneurship and media, - Types of entrepreneurship - Media leadership	Lecture
Digital Media	- Production and development,	Lecture

Name of the Unit	Content of the Units (topics)	Type of activity
	- technology advancement and influence, media convergence, - Social Media Strategies & Measurement	
Strategic planning and market analysis	- Media event management, audience engagement, Event marketing, - Strategic planning, assessment and evaluation, resource mobilisation	
Unit 1	Innovation and media entrepreneurship: Case studies	Seminar
Unit 2	Media as a Business and Social Institution	Workshop
Unit 3	Behaviour in Media Organization, Competition and Media Development	Seminar
Unit 4	Ownership Patterns of Mass Media: case studies from different regions	Workshop
Unit 5	Media economics: merger, acquisition(role play)	Seminar
Unit 6	Technological advancement and influence on the media marketing	
Unit 7	Social and digital media disruption in the media market	

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

Table 6.1. Material and technical support of the discipline

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering the discipline (if necessary)
Digital Classroom	computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

7. EDUCATIONAL AND METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings
1. Albarran, Alan B. (2017). Management of Electronic and Digital Media (Sixth Edition). ISBN13: 978-1-305-07756-0
2. Lopes, J. (2022). Media and Digital Management. Eli M. Noam. *Journal of Creative Industries and Cultural Studies-JOCIS*, (6), 86-87.
3. Briggs, M. (2012). *Entrepreneurial journalism: How to build what's next for news*. CQ Press.

Other recommended readings
1. Newman, N. (2018). *Journalism, media and technology trends and predictions 2018*. Reuters Institute for the Study of Journalism.
2. Media Entrepreneurship: A conversation between Eric Hippeau https://www.youtube.com/watch?v=oVRXk-6wRR4&ab_channel=ColumbiaJournalismSchool
3. Murtha, J. (2015). How audience engagement editors are guiding online discussions. *Columbia Journalism Review*, *15*.
4. Hollifield, C. A., Wicks, J. L., Sylvie, G., & Lowrey, W. (2015). *Media management: A casebook approach*. Routledge.
5. Warner, C. (Ed.). (1997). *Media management review*. Routledge.
6. Koontz, Harold, and Heinz Weihrich. *Essentials of management: An international perspective*. McGraw Hill, 2010.
7. Chiranjeev, A. (2000). *Electronic Media Management*. Authorspress.
8. McChesney, R. W. (2001). Global media, neoliberalism, and imperialism. *MONTHLY REVIEW-NEW YORK-*, *52*(10), 1-19.

Web-sites and online resources
1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
- htpp://www.rad.pfu.edu.ru/
- www.libfl.ru
- www.portalus.ru
- www.project.phil.pu.ru
- www.lib.fl.ru
- www.gutenberg.net
- www.ipl.org
- www. the European library.org; www.epoch-net.org

- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/

    2. Databases and search systems:
– web search engine google.com
– online encyclopedia wikipedia.org
– news aggregation website drudgereport.com
– Googlescholar.com

Teaching materials for students' independent work while mastering the discipline/module*:
1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, and test assignments.
    * - all educational and methodical materials for students' independent work are published in the current order on the page of the discipline in TUIS!

8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE

The grading materials and grading-rating system* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.
* - are formed based on the requirements of the corresponding local normative act of RUDN University.

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