COURSE DETAIL

ORGANIZATION AND MANAGEMENT OF MEDIA ENTERPRISES
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 128
UCEAP Course Suffix E
UCEAP Official Title ORGANIZATION AND MANAGEMENT OF MEDIA ENTERPRISES
UCEAP Transcript Title MEDIA MANAGEMENT
UCEAP Quarter Units 5.00
UCEAP Semester Units

3.30

Course Description
This course provides a study of communication companies in relation to the concepts and practices in organization, management, production and marketing of information products. Topics covered include: the history and development and structure of media companies, management principles and their applications, information markets, marketing and marketing management structure (income and expenditure), multimedia group organization, and strategic management of media companies.

Language(s) of Instruction
English

Host Institution Course Number
13282

Host Institution Course Title
ORGANIZACIÓN Y GESTIÓN DE LA EMPRESA INFORMATIVA

Host Institution Course Details

Host Institution Campus
Facultad de Humanidades, Comunicación y Documentación. (Getafe)

Host Institution Faculty

Host Institution Degree

Host Institution Department
Periodismo y Comunicación Audiovisual

Course Last Reviewed

Print