

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**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

Host Institution Course Number

13282

Host Institution Course Title

ORGANIZACIÓN Y GESTIÓN DE LA EMPRESA INFORMATIVA

Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=212&anio=2023&plan=155&asig=13...>

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación

Host Institution Degree

Host Institution Department

Periodismo y Comunicación Audiovisual

Course Last Reviewed

2023-2024

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