

# 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

ORGANIZATION AND MANAGEMENT OF MEDIA ENTERPRISES

### Host Institution Campus

Getafe

### Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación

### Host Institution Degree

### Host Institution Department

Periodismo y Comunicación Audiovisual

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