

- Faculté des sciences économiques
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## Media Industry Management (5AJ2043)

| Filières concernées          | Nombre d'heures    | Validation           | Crédits ECTS |
|------------------------------|--------------------|----------------------|--------------|
| <b>Master en journalisme</b> | <b>Cours: 2 ph</b> | <b>cont. continu</b> | <b>3</b>     |

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Printemps

### Equipe enseignante:

Prof. Cinzia Dal Zotto  
University of Neuchatel  
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### Objectifs:

The aim to this course is to provide an understanding of the unique business characteristics and opportunities of the different media industry sectors. Students will acquire knowledge that will help them understand managerial challenges and concepts as well as entrepreneurial activities within established media firms. The constantly changing landscape of the media industries requires organizations to be dynamic and have a strong entrepreneurial orientation. This very landscape is creating numerous new business opportunities that exploit mobile or digital technologies and is urging traditional media companies to transform themselves from highly structured organizations to more open and entrepreneurial enterprises. This course explores the peculiarities of the different sectors of the media industry, as well as the deriving challenges for successfully conducting business in them. Company visits will be organized and are part of the course.

### Contenu:

The major components of this course are as follows:

- The role of advertisers and audiences for media firms
- Closer industry focus on how different sectors of the media industry work
- Practical insights into characteristics and differences of established and new media firms

### Forme de l'évaluation:

Continuous evaluation during the course: active participation in discussions during the lectures, individual reflections and group project. Detailed information about the assignments will be announced at the beginning of the course.

Reexamination: written exam (2 hours)

### Documentation:

- Aris, Annet & Bughin, Jacques (2005): Managing media companies: Harnessing creative value, Chichester: John Wiley & Sons and
- Picard, Robert G. (2002): The economics and financing of media companies, New York: Fordham University Press

Additional readings such as articles, book chapters, and cases are provided during the course.