

- Faculté des sciences économiques
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Strategic media management (5AJ2085)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication	Cours: 2 ph	cont. continu	3

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 Academy of Journalism and Media Rue A.-L. Breguet 2 2000 Neuchatel +41 32 718 14 72
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Objectifs:

The aim of this course is to provide an understanding of the unique business characteristics of the different media products and 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. As a consequence business models need to be agile, too. The course therefore explores also business model architectures as well as managerial challenges related to business model development, renewal and innovation within the media industry. Guest lectures with media business professionals will be organized and are part of the course.

Contenu:

The major components of this course are as follows:

- Characteristics of media products and media industry sectors
- Economic forces and challenges affecting the media industry
- Role of advertisers and audiences for media firms
- Business model architecture, development and innovation
- Practical insights into characteristics and differences of established and young local media firms through guest lectures

Forme de l'évaluation:

The evaluation is based on both an individual and a group assignment. Detailed information about the assignments will be announced during the course. Reexamination: written exam (2 hours)

Documentation:

Suggested textbooks:

- 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
- Meyer, E., Ashleigh, M., George, J.M., Jones, G.R. (2007): Contemporary Management, McGraw Hill.
- Osterwalder, A. & Pigneur, Y. (2010): Business Model Generation, John Wiley and Sons.

Forme de l'enseignement:

- 3 ECTS credits
- Optional course, Master of Arts in Journalism
- Spring semester
- 28 hours.

The course includes lectures, case studies and invited speakers.