

- Faculté des sciences économiques
- www.unine.ch/seco

### Strategic media management (5AJ2085)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en journalisme et communication</b>	<b>Cours: 2 ph</b>	Voir ci-dessous	3

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

#### Période d'enseignement:

- Semestre Automne

#### Equipe enseignante

Prof. Bozena Mierzejewska  
Gabelli School of Business, Fordham University  
45 Columbus Avenue, Suite 502  
10023, New York, NY  
+1 917 819 9563  
bmierzejewska@fordham.edu

#### Objectifs

The aim of this course is to provide an understanding of the unique business characteristics of media products and industry sectors. 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. The course aims to provide deep understanding of what are the main challenges and effective strategies in creative industries, and to impart conceptual frameworks and practical insights that can aid future managers in those industries. This course is based on discussion of readings and cases, which result in developing potential responses (strategies). Special attention will be placed on the news sector, but the class will also discuss the strategic management issues in other media sectors like book publishing, music & TV networks.

#### Contenu

The major components of this course are as follows:

- Characteristics of media products and media industry sectors
- Role of advertisers and audiences for media firms
- Practical insights into business models and development strategies of established and young media firms

#### 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.

Documents and connected devices are forbidden.

In case of violation of these rules, the students are in a situation of fraud and the unauthorized items will be removed. The exam could be deemed as failed.

Reexamination: written exam (2 hours)

#### Documentation

Obligatory readings:

Book:

Cagé, Julia, and Arthur Goldhammer. *Saving the Media: Capitalism, Crowdfunding, and Democracy*. Cambridge, MA: Belknap of Harvard UP, 2016.

This book is also available in French language "Sauver les medias:....". It is OK to prepare your reading based on the French language version, but class discussions will be in English.

Set of case studies.

Note: All obligatory reading material will be shared with students in advance.

Supplemental readings (for those wishing to deepen the knowledge)

- Albarran, A (2010), *The Media Economy*, Routledge.
- Hesmondalgh, David (2013) *The Cultural Industries*, 3rd Edition, Sage Publications.

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### **Strategic media management (5AJ2085)**

- Kung, L. (2008) Strategic Management in the Media: Theory to Practice, Sage Publications.
- Webster, J., Phalen, P., & Lichty, L. (2013). Ratings analysis: Theory and practice. Routledge.
- Picard, R (2011) The Economics and Financing of Media Companies. Second Edition, Fordham University Press.
- Knee, J. A., Greenwald, B. C., & Seave, A. (2009). The curse of the mogul: What's wrong with the world's leading media companies. Penguin.
- Webster, J. G. (2014) The marketplace of attention, MIT Press

#### **Forme de l'enseignement**

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

The course includes lectures, case studies and invited speakers.