

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

Strategic media management (5AJ2085)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication, orientation journalisme	Cours: 2 ph	Voir ci-dessous	3

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

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Prof. Bozena Mierzejewska
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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.
- 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

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- 28 hours.

The course includes lectures, case studies and invited speakers.