



UNIVERSITY *of* NICOSIA

University of Nicosia, Cyprus

Course Code COMM - 512	Course Title Media Management and Advertising	Credits (ECTS) 10
Department Communications	Semester Spring	Prerequisites
Type of Course Elective	Field Master in Media and Communication	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 1 st	Lecturer(s) Mr. Nicholas Nicoli
Mode of delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

This course emphasizes the commercially and publicly operated media and includes an examination of the marketing and promotion concepts and the pragmatic strategies and techniques used by media personnel to generate revenues through the sale of advertising and other means. Advertising campaigns, their design and implementation, are also a focus of the course as well as advertising organizational structure.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Analyze the main management theories and how they apply to the media
2. Assess what makes the media and advertising sectors different from other sectors
3. Realize the threats of traditional advertising
4. Acquire knowledge of how media are managed through the use of creative management techniques
5. Discuss on how to retain audiences and readers
6. Evaluate the advertising sector and its different divisions of labour
7. To be able to create an advertising plan
8. To comprehend the importance of market research in the media

Course Contents:

Management and its Theories
 The Media model: A stable future?
 Decision-making and Motivation
 Media Management Requirements
 Leadership in the Media
 The notion of creativity
 Marketing and advertising Planning
 Advertising division of labour
 Market Research in the media

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet	2009	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Annet Aris and Jacques Bughin	Managing Media Companies: Harnessing Creative Value: Harnessing Creative Values	John Wiley & Sons; 2nd Edition	2009	047071395X