



Course Syllabus

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| Course Code | Course Title | ECTS Credits |
| COMM-391 | Radio and TV Management | 6 |
| Prerequisites | Department | Semester |
| None | Communications | Fall |
| Type of Course | Field | Language of Instruction |
| Elective | Radio/TV/Communications | English |
| Level of Course | Lecturer(s) | Year of Study |
| 1 st Cycle | Sophia Tsangaridou | 2 nd / 4 th |
| Mode of Delivery | Work Placement | Corequisites |
| Face-to-Face | N/A | None |

Course Objectives:

The main objectives of the course are to:

- Offer an overview on the various local media and an inside on the organization and management of these mass media
- Introduce and compare the management of national mass media with the local ones.
- Familiarize the students on legislation matters on mass media
- Familiarize the students with financial and organization matters on mass media organizations and productions

Learning Outcomes:

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

1. Demonstrate a critical approach to media practices and content.
2. Plan and prepare case studies and surveys on media texts (production modes and processes) and media influence.
3. Use skills and practices in team work.
4. Be familiar with the local mass media
5. Be able to analyze and critically evaluate on financial and organization matters of a media organization and production
6. Be informed on the way the Cyprus Media Authority operates and moderate mass media
7. Have an overall idea on major legislation matters of mass media

Course Content:

- An overview of today's media industry (local and international)
- Operation and structure within a media organization
- Preparing for management- qualities of leadership and managing
- Media Ethics, regulations and laws
- Sales and marketing
- Budgeting, financial management and planning
- Decision making, motivation, surviving a crisis

Learning Activities and Teaching Methods:

Lectures, Case Study Analysis and Discussion, discuss media articles, In-Class Exercises – workshop, and Presentations

Assessment Methods:

One Test, one project and presentation and the Final Project

Required Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|-----------------------------------------------------------------------------------------|--------------------|------------------------------------|------|-------------------------------------------------|
| Media Management in the Age of Giants: Business Dynamics of Journalism. Second Edition. | Herrick, Dennis F. | The University of New Mexico Press | 2012 | *E-book available Click here |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|-----------------------------------|--------------|---------------------------------|------|-------------------------------------------------|
| Media Organization and Production | Cottle Simon | London : SAGE Publications Ltd. | 2003 | *E-book available Click here |