



Universitat de Lleida

DEGREE CURRICULUM
**MANAGEMENT OF
COMMUNICATION COMPANIES**

Coordination: ANDREU GASA, MARCEL·LA

Academic year 2020-21

Subject's general information

Subject name	MANAGEMENT OF COMMUNICATION COMPANIES			
Code	101974			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	3	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	1		1
Coordination	ANDREU GASA, MARCEL·LA			
Department	CATALAN STUDIES AND COMMUNICATION			
Important information on data processing	Consult this link for more information.			
Language	Catalan			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
ANDREU GASA, MARCEL·LA	marcella.andreu@udl.cat	6	

Learning objectives

- a. To introduce the student in the knowledge of economic and business sciences applied to the field of communication.
- b. To familiarize the student with the different areas of business management of communication companies (marketing, production and financing).
- c. To provide the student with a transversal vision of the operation process of the communication company in the public and private sector.
- d. To guarantee the theoretical and practical basis necessary to facilitate the incorporation of the student in the professional world, assuming responsibilities of management directive.
- e. To develop the entrepreneurial capacity of the student in the field of communication.
- f. To emphasize the importance of business management strategies in the design, implementation and development of the media in a technological mutability environment.
- g. To provide the student with the necessary knowledge to understand the communicative demands of society, as well as their adaptation to technological, social, economic and cultural changes.

Competences

Basics

CB5. To develop the learning skills necessary to undertake further studies with a high degree of autonomy.

Generals

CG2. To develop the capacity of organization and planning.

CG3. To apply the theoretical knowledge to the practical activity.

CG5. To develop the capacity of information management.

Specifics

CE5. To identify and analyze the structure of the media systems and industrial and business phenomena in this area.

CE6. To develop adequate knowledge of communication policies and legislation on communication field.

CE7. Identify and apply ethical foundations and professional ethics in the exercise of activities related to media.

CE9. Conceive, plan and execute projects in the field of media in all types of communication channels.

Transversal

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

1. The communication company and the business plan
2. The general environment of the communication company
3. The communication company in its industrial environment
4. The marketing function in the communication company
5. The production function in the communication company
6. The organization of the communication company
7. The financial function in the communication company

Methodology

SITUATION COVID-19 (THE PLANNED FOR THE COURSE 20-21)

FACE-TO-FACE CLASSES (50%)

Masterly classes. Exposure of the contents of the subject of oral form for part of the teacher.

Calendar: Tuesday, of 17 h at 20 h, at alternative days

22 of September

6 of October,

20 of October,

3 of November,

17 of November,

1 of December

15 of December

12 of January

CLASSES NO FACE-TO-FACE (50%)

Individual Activities.

Readiness of the final work at band.

Practical aspects of the subject.

Oral exposures.

The no face-to-face classes comprise so much hours of own work of the student (without the presence of the educational) like the hours of virtual class.

At developmental function of the course, will determine the days and hours of the connections at the Virtual Campus UdL (tool: videoconference).

NORMAL SITUATION

Lecture classes. Oral exposition of the course content by the teacher.

Conferences. Public exhibition on a subject carried out by an expert.

Seminar. Work sessions of a small group that investigates an issue through dialogue and discussion, under the direction of a teacher or an expert, to deepen on monographic topics, based on the information previously provided by the teacher.

Group work. Learning activity that has to be done through collaboration among the members of a group.

Written work. Activity consisting of the presentation of a written document made by the student.

Problem-based learning.

Project elaboration. Methodology of active teaching that promotes the learning from the realization of a project: idea, design, planning, development and evaluation of the project.

Case studies. Method used to study an individual, an institution, a problem, etc. in a contextual and detailed manner.

Development plan

Formative activity		Hours allocated to the training activity	Percentage of attendance
Directed activities	Master class	92,5	100
	Scientific and/or informative events	19,5	100
	Seminars, debates, presentations / exhibitions, activities related to case analysis and problem solving	39,5	100
Supervised activities	Works (follow-up)	7,5	100
	Guided discussion forums	7,5	100
	Personalized attention (tutorials)	7,5	100
Autonomous activities	Work and study	260	0
	Autonomous discussion forums	10	0
Evaluation activities	Evaluation activities	6	100

Evaluation

Exam (10%)

Project (60%): includes project last version (40%) and oral exposition (20%)

Individual activities (30%)

It is necessary to pass the exam and the final work to pass the subject.

Students who combine their degree with a full time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

Bibliography

Basic

De Mateo, Rosario; Bergés, Laura & Sabater, Marta. (2009). Gestión de empresas de comunicación. Sevilla/Zamora: Comunicación Social.

Gershon, Richard A. (2016). Digital Media and Innovation: Management and Design Strategies in Communication. SAGE, Los Angeles.

Jin, Dal Yong. (2015). De-Convergence of Global Media Industries. Routledge, New York.

Lavine, John M. & Wackman, Daniel B. (1992). Gestión de empresas informativas. Rialp S.A., Madrid.

Sánchez-Taberero, Alfonso. (2000). Dirección estratégica de empresas de comunicación. Cátedra, Madrid.

Complementary

Aguado, Guadalupe; Galán, Javier; Fernández-Beaumont, José y García, Luis José. (2008). Organización y gestión de la empresa informativa. Síntesis, Madrid.

Albarran, A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of media management and economics. L. Erlbaum Associates, Mahwah, N.J.

Caro González, Francisco Javier. (2007). Gestión de empresas informativas. McGraw-Hill, Madrid.

INCOM. (2005). Informe de la comunicació a Catalunya 2013-2014. UAB, Barcelona.

Küng-Shankleman, Lucy. (2008). Strategic management in the media: from theory to practice. SAGE, Los Angeles.

Medina Laverón, Mercedes. (2005). Estructura y gestión de empresas audiovisuales. Eunsa, Pamplona.

Nieto, Alfonso & Iglesias, Francisco. (1993). Empresa Informativa. Ariel S.A., Barcelona.

Núñez Fernández, Víctor. (Coord.). (2015). La empresa informativa en la era digital. Centro de Estudios Financieros, DL., Madrid.

Picard, Robert. (2011). The Economics and Financing of Media Companies. Fordham University Press, New York.