



Universitat de Lleida

DEGREE CURRICULUM
**MANAGEMENT OF
COMMUNICATION COMPANIES**

Coordination: ANDREU GASA, MARCEL·LA

Academic year 2023-24

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	PHILOLOGY 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

ON-SITE CLASSES

Master classes Presentation of the contents of the subject orally by the teacher.

Schedule

Tuesday, from 5 pm to 9 pm

Calendar

September 12, 19 and 26

3, 10, 17, 24 and 31 October

November 7, 14, 21 and 28

December 5, 12 and 19

This calendar will have changes depending on the activities planned for the course.

EXIT TO THE BUSINESS CENTER (CEEILLEIDA)

Given the volume of students, there will be two groups. Each group will go out on different days to be determined.

Departure will be in the morning and is mandatory. Only proof of non-attendance due to coincidence with working hours or due to unforeseen circumstances is accepted.

Each outing will replace a yet-to-be-determined class day.

ACTIVITIES

Work sessions that investigate a topic through dialogue and discussion, to deepen monographic topics based on the information previously provided by the teacher.

Problem-based learning.

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

WORK IN GROUP

Learning activity through collaboration between group members.

ORAL EXHIBITIONS

If applicable.

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

NORMAL EVALUATION

TUTORIALS 10% (1 POINT)

EXAM 30% (3 POINTS)

WORK 30% (3 POINTS)

ACTIVITIES

CEEILLEIDA EXIT 10% (1 POINT)

CLASS ACTIVITIES 20% (2 POINTS)

Tutorials are assessed qualitatively and this means that group members may have different grades.

Both the exam and the work are due on the date indicated in the academic calendar.

In the recovery of the work, only a pass can be taken, as the corrections are discussed with the groups or individuals concerned.

You must pass the exam and the coursework to pass the subject.

ALTERNATIVE EVALUATION

EXAM 50% (5 POINTS)

WORK 50% (5 POINTS)

You must pass the exam and the coursework to pass the subject.

Students who combine their studies with a full-time job have the right to request an alternative evaluation within 5 days of the beginning of the semester. For more information, send an email to the Secretary of the Faculty of Letters.

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-Tabernero, 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.