



UNIVERSITI TEKNOLOGI MARA

BRO632: ELECTRONIC MEDIA MANAGEMENT

Course Name (English)	ELECTRONIC MEDIA MANAGEMENT APPROVED
Course Code	BRO632
MQF Credit	3
Course Description	This course attempts to provide tomorrow's electronic media managers the foundation to succeed in an era of media convergence where television, telephone and computers are integrating as a single medium for entertainment, information and education
Transferable Skills	Students will be able to understand the future of the industry and the nature of the profession.
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation
CLO	<p>CLO1 Familiar with the electronic media industry, its diversity, and practices</p> <p>CLO2 Gain an overview of the historical and contemporary perspectives on management theories, concepts and functions.</p> <p>CLO3 understand how media set their organizational goals, allocate resources to achieve those goals, and market their products and services to intended audiences.</p> <p>CLO4 Identify and discuss salient attributes in selected cases of the more popular media organisations such as the television and radio stations, an advertising agency, and production and post-production houses.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Management I 1.1) Definition of management, its importance & functions	
2. Introduction to Management II 2.1) Management theories and their evolution 2.2) The media industry and its products and services	
3. Management Planning 3.1) Understanding the general environment and its components	
4. Management Planning II 4.1) Benefits of planning, and how to work the plan 4.2) Importance of information and making the right decision	
5. Organizational Strategy 5.1) Basis for organizational strategy	
6. Organizational Strategy II 6.1) Levels of strategy – industry, corporation, and department 6.2) Organizing people, projects and processes	
7. Management of Leadership 7.1) Motivating the human capital – expectations and reward systems	
8. Management of Leadership II 8.1) Basics of productivity and kinds of productivity 8.2) Leadership, situational approaches to leadership and strategic leadership	
9. Control 9.1) Managing the production operations	

10. Control II 10.1) Basics of control – setting standards and taking corrective action 10.2) The control systems, methods and what to control
11. Managing Human Capital 11.1) Review on need satisfaction, goals and rewards
12. Managing Human Capital II 12.1) Functions of the strategic departments in delivering corporate goals 12.2) Recruitment, selection and training
13. Managing Communication 13.1) Definition, perception and communication problems 13.2) Kinds of communication 13.3) Improving communication
14. Case Studies and Course Review 14.1) Case Study on on Selected organisation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Able to demonstrate a theoretical knowledge of the basic aesthetics and techniques media management Able to identify the strength / weaknesses / opportunities / threats based on the theoretical knowledge Excellent preparation on formal presentation with back up materials Articulate express alternative points of view to opinions expressed in class Bring artifacts to class, information or issues Binded written report.	20%	CLO1 , CLO2 , CLO3 , CLO4
	Quiz	Quiz from Chapter 1-3	20%	CLO1 , CLO2 , CLO3 , CLO4
	Test	Mid term test Chapter 4-7	20%	CLO1 , CLO2 , CLO3 , CLO4

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> Gross, Lynne Schafer 2010, <i>Electronic Media: An Introduction</i>, 10 Ed., McGraw Hill. Boston Albaran, Alan B. 2006, <i>Management of Electronic Media</i>, 3 Ed., , Thomson Wadsworth, Canada 	<ul style="list-style-type: none"> Pringle, Michael F. Starr 2006, <i>Electronic Media Management</i>, Ed., , Butterworth-Heinemann, Burlington [ISBN:] Randall K. Scott 1998, <i>Resource Management in the Electronic Media</i>, Ed., , Quorum Books, Westport [ISBN:] Hans-Joachim Braczyk , Gerhard Fuchs , Hans-G 1999, <i>Multimedia and Regional Economic Restructuring.</i>, Ed., , Routledge, London [ISBN:] Irini A. Stamatoudi 2002, <i>Copyright and Multimedia Products: A Comparat</i>, Ed., , Cambridge University Press, England [ISBN:] Jim Willis 1994, <i>The Age of Multimedia and Turbonews</i>, Ed., , Praeger CT. Publication, Westport [ISBN:] 2004, <i>Communicating Ideas with Film, Video, and Mul</i>, Ed., , Southern Illinois University Press, Carbondal [ISBN:]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	