



**UNIVERSITI TEKNOLOGI MARA**

**BRO502: BROADCAST MANAGEMENT**

<b>Course Name (English)</b>	BROADCAST MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	BRO502
<b>MQF Credit</b>	3
<b>Course Description</b>	The electronic media landscape is in constant change; be it the tools of its craft, the process of making its products, and the ways these products are exhibited and distributed domestically and internationally. However, the basic principles of managing an electronic media station, the production of its various program content and its transmission to the audience, and managing its knowledge resources remain the same and important. Therefore, 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.
<b>Transferable Skills</b>	Able to work and in the media industries by relating the theories with practical work.
<b>Teaching Methodologies</b>	Lectures, Case Study, Discussion, Presentation
<b>CLO</b>	<p>CLO1 To identify with the electronic media industry, its diversity, and practices</p> <p>CLO2 To recognise the historical and contemporary perspectives on management theories, concepts and functions</p> <p>CLO3 Demonstrate entrepreneurial mind in broadcast management to intended audiences</p> <p>CLO4 To demonstrate 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>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Management</b> 1.1) Definition of management, its importance & functions	
<b>2. Theories of Management</b> 2.1) Management theories and their evolution 2.2) The media industry and its products and services	
<b>3. Management Planning</b> 3.1) Understanding the general environment and its components	
<b>4. Ethics in Management</b> 4.1) Ethical norms in decision making 4.2) Ethical duties of an electronic media manager	
<b>5. Broadcast Organization</b> 5.1) Principles of Broadcasting Organization 5.2) Contemporary challenges of a broadcast organization 5.3) Organizing people, projects and processes	
<b>6. Marketing Management</b> 6.1) Principles of marketing 6.2) Branding, positioning and segmentation as marketing strategies	
<b>7. Management of Leadership</b> 7.1) Motivating the human capital – expectations and reward systems 7.2) Leadership, situational approaches to leadership and strategic leadership 7.3) Strategies and approaches in leadership	

**8. Public Relations and Advertising Management**

- 8.1) Functions of public relations and advertising in a broadcast organisation
- 8.2) How media managers use public relations and advertising

**9. Management Control**

- 9.1) Basics of control – setting standards and taking corrective action
- 9.2) The control systems, methods and what to control

**10. Managing Human Capital**

- 10.1) Recruitment, selection and training
- 10.2) Functions of the strategic departments in delivering corporate goals

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment	20%	CLO1
	Quiz	Quiz	20%	CLO3
	Test	Test	20%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• Gross, Lynne Schafer 2010, <i>Electronic Media: An Introduction</i>, 10 Ed., McGraw Hill Boston</li> <li>• Albaran, Alan B 2006, <i>Management of Electronic Media</i>, 3rd Ed., Thomson Wadsworth Canada</li> <li>• Gross, Lynne Schafer 2010, <i>Electronic Media: An Introduction</i>, 10th Ed., MCGraw Hill Boston</li> <li>• Kinicki, Angelo and Williams, Brian K.; <i>Management 2006, Management: A Practical Introduction</i>, McGraw Hill-Irwin Boston</li> <li>• Hans-Joachim Braczyk, Gerhard Fuchs, Hans-Georg Wolf 1999, <i>Multimedia and Regional Economic Restricting</i>, Routledge London</li> </ul>

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> <li>• Book Willis, Jim 1994, <i>The Age of Multimedia and Turbonews</i>, Praeger CT. Publication., WestPort</li> </ul>
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