



## UNIVERSITI TEKNOLOGI MARA

### COM732: TELECOMMUNICATION MEDIA MANAGEMENT

<b>Course Name (English)</b>	TELECOMMUNICATION MEDIA MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	COM732
<b>MQF Credit</b>	3
<b>Course Description</b>	<p>This course is the study of the principles and practices of electronic media management. The course examines the breadth of the decision making processes involved in operations, personnel, finance, program content, sales, marketing and government regulations. The course provides students with an understanding of how electronic media firms operate within a complex social, political, and multicultural environment. The media are undergoing rapid and momentous changes in technology, regulation, distribution, and content. In this new global, digital, interactive, highly competitive and bottom-line-oriented media world, managers must lead with vision and integrity as they maintain the media as a public trust. Management and leadership of media organizations require dealing with unique challenges and complex problems associated with a regulated, creative-oriented and highly visible industry. It is for these reasons that this course goes beyond the traditional undergraduates' management courses found in most business schools and focuses on issues unique to electronic media firms.</p>
<b>Transferable Skills</b>	Management skills
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Case Study, Discussion
<b>CLO</b>	<p>CLO1 1) gain a basic understanding of different electronic media industries and their management challenges;</p> <p>CLO2 2) gain an awareness of the unique and pragmatic aspects of the media management process;</p> <p>CLO3 3) gain insight into ethical decision making and into the human relations aspects of managing people;</p> <p>CLO4 4) gain specific industry knowledge that will empower them to succeed;</p> <p>CLO5 5) identify and begin to develop his/her personal management skills;</p> <p>CLO6 6) understand how leading with commitment and dedication will result not only in financial success, but in fulfilling the ultimate promise of the media as a public trust in service to the community.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introducing the Course</b> 1.1) 1. Introducing the requirements and expectations of the course from students 1.2) 2. The concepts of Telecommunication, Media, and Management	
<b>2. Managing Telecommunication Media (TM)</b> 2.1) 1. An overview of TM 2.2) 2. Radio 2.3) 3. TV 2.4) 4. Multichannel: Cable, Satellite, and Telcos 2.5) 5. TM Industry 2.6) 6. Digital TV Platforms 2.7) 7. Management in the TM	

<b>3. Managing TM Marketplace</b> 3.1) 1. TM Marketplace 3.2) 2. Market Structure 3.3) 3. Forces Affecting Markets 3.4) 4. Alliances and Partnerships 3.5) 5. Implications for Management
<b>4. Managing TM Ethics</b> 4.1) 1. What is Ethics 4.2) 2. Ethical Decision Making in TM 4.3) 3. Norms Used in Moral Decision Making 4.4) 4. Ethical Codes and Mission Statements 4.5) 5. Ethical Issues in TM Management 4.6) 6. Implementing an Ethics Programme
<b>5. TM Management Theories</b> 5.1) 1. Management as a Process 5.2) 2. Approaches to TM Management 5.3) 3. Management and the TM Industries
<b>6. Managing Finance in TM</b> 6.1) 1. What is Financial Management 6.2) 2. Meeting Financial Goals 6.3) 3. Implementing Financial Growth 6.4) 4. Budgeting 6.5) 5. Monitoring Financial Performance 6.6) 6. Ratio Analysis 6.7) 7. Break-Even Analysis 6.8) 8. Depreciation and Amortization 6.9) 9. Reporting Financial Performance
<b>7. Managing Personnel in TM</b> 7.1) 1. Personnel Management 7.2) 2. Working with Personnel 7.3) 3. Legal Issues in Personnel Management 7.4) 4. Working with Unions 7.5) 5. Structure, Communication, and Personnel
<b>8. Managing Audience Research in TM</b> 8.1) 1. Audience Research and Analysis 8.2) 2. Sources of Audience Research Data 8.3) 3. Using Audience Data 8.4) 4. Market Terminology 8.5) 5. A Word Regarding Samples 8.6) 6. Ratings Accuracy 8.7) 7. Research Application 8.8) 8. From Mass Media to Consumer Media
<b>9. Managing TM Content</b> 9.1) 1. The Programme Manager/Director 9.2) 2. Radio Programming 9.3) 3. TV Programming 9.4) 4. Multichannel Programming 9.5) 5. Management Issues in Programming
<b>10. Managing TM Marketing</b> 10.1) 1. The Four Ps of Marketing 10.2) 2. Personnel in TM Marketing 10.3) 3. Marketing Strategies 10.4) 4. Sales versus Marketing 10.5) 5. The Sales Manager 10.6) 6. Local and National Advertising 10.7) 7. Promotion as a Form of Marketing 10.8) 8. Evaluating Marketing Efforts
<b>11. Managing News in TM</b> 11.1) 1. The Importance of News 11.2) 2. Organization of News Department 11.3) 3. Issues in News Management
<b>12. Managing Laws and Regulation in TM</b> 12.1) 1. Regulatory Influences: The Federal Government 12.2) 2. Role of Malaysian Communications and Multimedia Commission 12.3) 3. Other Federal Department and Agencies 12.4) 4. Informal Regulatory Forces

**13. Managing Technology in TM**

- 13.1) 1. Technology Trends
- 13.2) 2. Emerging Business Models
- 13.3) 3. Management Issues

**14. Managing Social Media in TM**

- 14.1) 1. Key Player in Social Media
- 14.2) 2. Developing a Social Media Presence

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Case Study	Case study of telecommunication media in Malaysia	20%	CLO1
	Case Study	Case study of management practices in Malaysia	20%	CLO2
	Discussion	Discussion on Case Study Telecommunication Media Management	20%	CLO3
	Final Test	Final test on students knowledge and skills in telecommunication media management	20%	CLO6
	Quiz	Quiz 1	10%	CLO4
	Quiz	Quiz 2	10%	CLO5

<b>Reading List</b>	<b>Recommended Text</b>	Alan Albarran 2012, <i>Management of Electronic and Digital Media</i> , 2013 Ed., 1-13, Cengage Learning Boston, MA,USA [ISBN: 9781111344375]
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	