

Study programme/study programmes: Master academic Communication Studies, Master academic studies of Journalism
Type and level of studies: master academic studies
Name of the course: Media Management
Teacher (Name): Nikola Đ. Maričić
Status of the course: Elective
Number of ECTS: 6
Eligibility:
<p>Aim of the course</p> <p>Having in mind that functional management is the prerequisite for successful functioning of media, the course is aimed at introducing students with mechanisms which internally and externally influence media management and to enable them for proper theoretical, managerial and artistic-professional knowledge necessary for organization, management and administration of media work. Sublimated course goal is also to educate and professionally train media theoreticians and practitioners for performing managerial tasks and leader position in media houses.</p>
<p>Outcome of the course</p> <p>Upon completing the course, student should be trained for quality and functional performance of editorial-managerial tasks at various levels of different media companies and houses. On the basis of knowledge mastered in the previous educational cycle, by adopting and contextualizing the new knowledge the student will be able to get actively involved in work of media and media system, on the positions from director, manager, editor-in-chief, to director of marketing, placement or sales. Due to the obtained knowledge students will be trained to solve complex practical problems or to continue the studies per their own choice.</p>
<p>Content of the course</p> <p><i>Theoretical teaching</i></p> <p>Definition of basic concepts – management, marketing, media. Media industry. Production and media features of media – press, radio, television, new media, Management theories. Specificities of media management., Functions of media management, Factors of influence on media management – normative-legal aspects of media management (historical and contemporary local and foreign experiences). Kinds – types and models of media – classification. Characteristics and specificities of organization and management of various models of media, Management of media program/content. Human resource management. Management and managers in media, Factors of influence on media management – market, auditorium, competition. Program evaluation and monitoring. Financial management of media. Program sale management. Influence of new technologies on management and marketing of electronic media, Future and perspectives of media management and marketing. Conclusions.</p>
<p>Literature</p> <p>a) basic: <i>Reader</i> – volume of relevant texts from the field of media management and marketing (<i>Content: Studije medija</i>, prir. Adam Brings i Pol Kolbi, Clio, Belgrade, 2005 – tekstovi: Oliver Bojd Baret i Teri Rantanen: <i>Novinska agencija</i>, pp. 90-112, Džejms Karan: <i>Novine</i>, pp. 135-157; Endru Krizel: <i>Radio</i>, pp. 185-206; Ričard Peterson: <i>Televizija</i>, pp. 206-228, Džero Palmer: <i>Produkcija vesti</i>, pp. 644-670. <i>Zbornik radova Fakulteta dramskih umetnosti</i> – No. 1/1997 – Nikola Maričić: <i>Menadžment i radio</i>: broj 2/1998 – Nikola Maričić: <i>auditorijum i rejting kao spoljni faktori uticaja na menadžment</i>, No. 4 – Mirjana Nikolić: <i>Radio na pragu novog milenijuma</i>, No. 5/2001 – Nikola Maričić: <i>Producerski ili novinarski radio</i>: No. 6/7 – Nikola Maričić: <i>Kreativno i pragmatično u formiranju radija</i> i Mirjana Nikolić: <i>Javni radio difuzni servis u Srbiji</i>: No. 8/9 – Mirjana Nikolić: <i>Etika radio talasa</i> i Ana Martinoli: <i>Savremena produkcija u elektronskim medijima</i>, No. 10 – Ana Martinoli – <i>Radio za 21. vek</i>, Maričić, Nikola: <i>Menadžment radija</i>, RTS, Belgrade, 2007, Mekvin, Denis: <i>Televizija</i>, Clio, Belgrade, 2001, Šingler, Martin i Viringa, Sindi, <i>Radio</i>, Clio, Belgrade, 2000.</p> <p>b) additional: Bogavac, Svetlana: <i>Menadžment medija</i>, FIM, 2000, Crisell, Andrew: <i>Understanding Radio</i>, Methuen, 1986, Henry, Jane: <i>Creative management</i>, The Open University business school, Sage Publications, London, Thousand Oaks, Milton Keynes, 2001, Sherman BL: <i>Telecommunications management, The Broadcast & Cable Industries</i>, McGraw-Hill, New York, 1987.</p>

Number of classes of active teaching				Other classes
Lectures: 2	Seminars: 1	Other modes of teaching:	Study research work: 1	
Teaching methods Lectures and debates				
Assessment of knowledge (maximum No. of points 100)				
Pre-examination commitments	points	Final examination	points	
Activity during the lectures		Written examination	60	
Practical teaching		Oral examination	40	
Colloquium(a)			
Seminar(s)				

