

WOLLO UNIVERSITY
COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF JOURNALISM AND COMMUNICATION
COURSE PLAN

I. BASIC COURSE INFORMATION

Title and Module Number: Media Law, Management and Ethics (JoCo-M2051)

Title and Course Number: Media Management (JoCo2052)

Credit Hours: 2 Cr. Hrs. / 4 ECTS

Minimum Number of Semester Hours: 32

II. INSTRUCTOR

Engdawork Tadesse

Telephone: 0913248406

Office Hours: 3-5 a.m. T, TH or by appt.

E-mail: engdatf@gmail.com

III. ABOUT THE COURSE

The course covers the basics of media management. It focuses on some conceptual aspects of media management, managerial decision making, the organizational structure of the media, newsroom management, media regulation and self-regulation and the technology and its impact.

IV. STUDENTS LEARNING OUTCOMES

On completion of this course, students will be able to:

- Define what media management is?
- Distinguish and define what managerial decision making is and its process and forms
- Understand the organizational structure of media and its theoretical foundations
- Understand and discuss the various issues in the newsroom managements
- Identify the major and specific legal concerns in media regulation
- Recognize the impact of technology on media management

V. REQUIRED TEXTS

Giles, H. (1995). Newsroom Management: A Guide to Theory and Practice. (9th ed.). Detreit: MI, Media Management Books

Wicks, J. L., Sylvie, G., Hollifield, C. A., Lacy, S., & Sohn, A. B. (2004). Media management: A casebook approach (3rd ed.). Mahwah, NJ: Erlbaum.

VI. ATTENDANCE, PARTICIPATION AND ASSIGNMENT

You are expected to attend all classes. 1 point will be deducted from your final average for each unexcused absence. Verifiable and legitimate absences in which I am notified ahead of time will not result in lost points. You are responsible for all work missed as well as handing in any assignments due. You are expected to participate in class discussions and activities. A portion of your final grade reflects participation. You will be expected to have read assigned material prior to class. All assignments are due at the beginning of class assigned. No assignments are accepted late.

VII. ACADEMIC HONESTY

As the University Legislation states, academic dishonesty will not be tolerated. Examples are given in the department. Any instance will result in a zero grade for that assignment. A second occurrence will result in a failing grade for the course and possible expulsion from the University.

VIII. MODES OF TEACHING AND LEARNING

- Lecture; Discussion; Small Group Work; Case Studies

IX. GRADING

No.	Assessments	Topics to be Assessed	Values
1	Tests-2		25%
2	Final Exam		50%
3	Participation and Attendance		5%
4	Assignments-1		10%
5	Term Paper		15%

Final grades will be based on your composite average.

No.	Grade	Range	No.	Grade	Range
1	A+	[90,100)	7	C+	[60,65)
2	A	[85,90)	8	C	[50,60)
3	A-	[80,85)	9	C-	[45,50)
4	B+	[75,80)	10	D	[40,45)
5	B	[70,75)	11	Fx	[30,40)
6	B-	[65,70)	12	F	[<30)

X. COURSE CONTENTS

Introduction:

The scope of the field; Rationale- Why study media management; Factors shaping the task of media management; Understanding the mass media

Chapter One: The Structure of Media

Classical approach; Humanistic approach; A contingency approach; The effect of structure on media organization

Assessment: Test One 15%; Assignment One 10%

Chapter Two: Managerial Decision Making

Defining decision making; Types of decision making; The decision process; Constraints of the decision process

Assessment: Assignment Two 10%; Test One 10%

Chapter Three: Newsroom Management

Communication in the newsroom; Newsroom management roles; Hiring, training and promotion; Motivating journalists; Change, conflict and stress and survival in the newsroom; Managing the boss

Chapter Four: Media Ownership: Who Owns the Media?

Chapter Five: Technology and the Future

Technology's impact on management; Market impact

Final Examination 50%

XI. REFERENCES

Any journalism and communication reference books in the library