



UNITED STATES INTERNATIONAL UNIVERSITY

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COURSE OUTLINE FOR JRN 3014: CORPORATE MEDIA MANAGEMENT

SPRING SEMESTER 2011

CLASS HOURS: MONDAYS AND WEDNESDAYS 9:00 AM - 10:40 AM

Course Lecturer: James C.O. Oranga - [joranga@usiu.ac.ke](mailto:joranga@usiu.ac.ke) / [jamorangaz@yahoo.co.uk](mailto:jamorangaz@yahoo.co.uk)

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1.1. COURSE DESCRIPTION:

Corporate Media Management is a senior course that prepares trainees for managerial roles in the Media Industry. It exposes learners to the principles and theories of management, the strategic methods and systems of management and the challenges of managing corporate media. The course highlights managerial responsibilities in all crucial sections of a media enterprise including; editorial management, corporate communications management, financial management, human resources management and even circulation management.

1.2. COURSE REGULATIONS AND REQUIREMENTS:

- Regular and timely attendance of lectures - please note that a total of five unexcused absences will lead to that award of an automatic (F) and every absence costs you two marks of your total score.
- Active and regular participation in class discussions and projects.
- Timely completion and submission of assignments.
- Writing three quizzes, the mid semester examination and the end semester examination.
- Conducting a management audit of a corporate media enterprise after which you author a comprehensive report which you present before the class during the thirteenth week of the semester.

	CAT (2)	<ul style="list-style-type: none"> <li>• Advertising Management.</li> <li>• Marketing Management.</li> <li>• Customer Communication Management.</li> </ul>
WEEK 8	The Mid - Semester Examinations Week	All areas covered since Week one
WEEK 9	Circulation Management	<ul style="list-style-type: none"> <li>• Managing Circulation for Readership.</li> <li>• Managing Circulation for Viewer-ship.</li> <li>• Managing Circulation for Listener-ship.</li> </ul>
WEEK 10	Managing Human Resources in Corporate Media  CAT (3)	<ul style="list-style-type: none"> <li>• Managing Recruitment.</li> <li>• Motivation for Corporate Media Staff.</li> <li>• Evaluation for Corporate Media Staff.</li> <li>• Staff Development for Corporate Media.</li> </ul>
WEEK 11	Financial Management in Corporate Media	<ul style="list-style-type: none"> <li>• Managing Sales.</li> <li>• Managing Profits and losses.</li> <li>• Opportunities for Corporate Expansion and Growth.</li> </ul>
WEEK 12	Management Audit of Corporate Media	You will be required to organize yourselves into groups and select a corporate media enterprise of your choice - after-which you will carry out a comprehensive management audit of your selected enterprise, compile your findings in a well-written term paper and present it before the class

1.7. COURSE REFERENCE TEXTS

Please note that this course does not make use of a single course text. There are several texts that you must make references to. Below is a list of the books available in the library for this purpose.

Ellet, W. (1997), a Critical Guide to Management Training in Media, Boston, Massachusetts, Harvard Business School Publications.

Martin, D.M. (1993), Tough Talking: How to Handle Awkward Situations, London: Pitman Publishers.

Abraham, Allan B. (2006), Management of Electronic Media, Belmont California: ThompsonWadsworth.

Cottle, S. (2003), Media Organization and Production, Thousand Oaks California: Sage Publications.

Osman, A. (2003), Credit Management Policy: a Case Study of the Nation Media Group, Nairobi, USIU.