

C&J 376

3 credit hours

Media Management

DESCRIPTION

Many C&J courses are predicated on teaching students the skills needed to be a valuable media employee. The intention of this course, however, is to give students some insights into the management and ownership aspects of running a media company. This course is designed to provide students with a broader perspective of journalism, letting them see some of the challenges and practices on the business side of journalism.

MISSION

To introduce students to the basic operational aspects of the business side of journalism.

OBJECTIVES

- Build awareness and understanding of the *First Amendment* and its importance in the operation of the media in an open and free society.
- Develop an appreciation for *ethical ways of thinking* in business and personnel management.
- Develop understanding of the *history and roles of the media* and how that relates to contemporary times.
- Exercise *creative and analytical thinking* and evaluation skills through *research and critical evaluation* of business issues, as exemplified in a term paper.
- Learn how to read and understand *data and statistics* in financial and corporate reports.
- Explain the complex business operations and relationships of media companies.
- Acquaint students with the specialized terminology used in all kinds of businesses.
- Introduce students to business principles for an eventual management or ownership position