

**COURSE DATA****Data Subject**

Code	36629
Name	News media companies
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	4	Second term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	7 - Información periodística y su tecnología	Obligatory

Coordination

Name	Department
IRANZO CABRERA, MARIA	340 - Language Theory and Communication Sciences

SUMMARY

This is a theoretical subject in the final year of the Bachelor's Degree in Journalism designed to train students in the creation and development of a viable business project. It begins by explaining how commercial companies in general and media companies in particular are structured. The subject is extremely important at a time like the present, when both the media and commercial companies are undergoing a transformation that will mark the way journalism is practised. Students will learn about the process of starting up an economic activity and the constitution of a commercial company.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

After the general introduction to the current economy received in the first year, the theory and history of journalism introduced students to the various models of journalistic companies developed over the years. The closest relationship with this subject is the Structure of Communication, which is a necessary prerequisite for an in-depth knowledge of the business intricacies of journalism in this subject.

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should be able to adapt to technological and socio-occupational changes.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.
- Students must have an understanding of the data and mathematical operations performed, with some of them commonly used in the media. Students must know how to use data and statistics in a correct and understandable way for global dissemination.

LEARNING OUTCOMES

- To know the basic concepts about the nature, structure and organisation of the news company. Knowledge of the different ways of financing journalism, as well as its main expenses.
- Ability to manage with ease the process of starting up an economic activity and the constitution of a commercial company.



DESCRIPTION OF CONTENTS

1. Concept and evolution of the news company

2. Structure of the news company

- Tipology of trading companies

3. Income and expenditure of the reporting company

- Sources of funding
- Accounting
- Taxation
- Human resources

4. Marketing of the news company's product

- Strategic marketing
- Operational marketing

5. Distribution and promotion of the information product

6. Start-up of a new business project

- Business plan
- Profitability and viability

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	40,00	0
Development of individual work	20,00	0
Preparation of evaluation activities	30,00	0
TOTAL	150,00	



TEACHING METHODOLOGY

- Lectures, where the theoretical contents of the subject will be presented.
- Individual activities and practical exercises to consolidate the acquisition of competences.
- Final group work: design of the business plan.

EVALUATION

1ST SITTING

The final mark for this subject will be obtained from the mark obtained in the following assessed parts: Completion of an exam on the subject matter of the theoretical and practical classes on the designated day (60%). Final group work: preparation of the business plan (30%). Evaluation of the student's active participation in all the activities and practices proposed (10%). In order for all the elements of the evaluation to be averaged, the student will have to obtain a minimum of 5 out of 10 points in the exam.

2ND SITTING

The final mark for this subject will be obtained from the mark obtained in the following assessed parts: An exam on the subject matter of the theoretical classes on the designated day (60%). Individual argumentative essay based on a book suggested by the teacher (40%). In order for all the elements of the evaluation to be averaged, the student will have to obtain a minimum of 5 out of 10 points in the exam.

Attention:

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.



REFERENCES

Basic

- AMAT, O. (2008): Contabilidad y finanzas para no financieros. Barcelona: Deusto
- ARRESE, Á. (2004): Empresa informativa y mercados de la comunicación. Navarra: EUNSA
- AGUADO, G.; GALÁN, J.; FERNÁNDEZ-BEAUMONT, J.; GARCÍA, L.J. (2008): Organización y gestión de la Empresa Informativa. Madrid: Síntesis
- CEBRIÁN, M. (2012): Periodismo empresarial e institucional. Madrid: Comunicación Social Ediciones y Publicaciones
- DE MATEO PÉREZ, R.; BERGÉS SAURA, L.; SABATER CASALS, M. (2009): Gestión de empresas de comunicación, Sevilla: Comunicación Social
- NÚÑEZ FERNÁNDEZ, V.; PEINADO MIGUEL, F.; PÉREZ SERRANO, M.J. (2022): La empresa informativa en la era digital, Madrid: CEF
- YUSTE, B.; CABRERA, M. (2004): Emprender en periodismo. Nuevas oportunidades para el profesional de la información. Barcelona: Universitat Oberta de Catalunya

Additional

- FUENTES FUENTES, M. M. (2012): Fundamentos de Dirección y Administración de Empresas. Madrid: Pirámide