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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **The Basic Studies of Communication and public relations** |
| Study Module (if applicable) |  |
| Course title | Media management |
| Level of study | x☐Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | x☐ Obligatory ☐ Elective |
| Semester  |  x☐ Autumn ☐Spring |
| Year of study  | second |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | Radovic C. Vladeta |
| Teaching mode |  x☐Lectures ☐Group tutorials ☐ Individual tutorials ☐Laboratory work ☐ Project work ☐ Seminar ☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The development of knowledge and specialty indispensable in the process of management and organization in the field of cinematography and written media* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **The reason for managing media practise. Theoretical frame of adopting management in media practise. Media and basic characteristics of media processing. Management of written media. Management in the field of publication. Management of film production, distribution and viewing the movie projects. Written media and film in the field of marketing communication. The economy and the market of written media and films industry. Ethical and legal aspects of media practise. The visit to the movie making site.** |
| **LANGUAGE OF INSTRUCTION** |
| x☐Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** | **30** | **Oral examination** | **30** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |