

JMS POST-GRADUATE DIPLOMA IN MEDIA MANAGEMENT (PDMM)



PDMM COURSE CO-ORDINATOR

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COURSE STRUCTURE

The course comprises the following eight core modules, and a portfolio assessment of projects, where students reflect on the interconnectedness of the various modules and how these can be applied to media management.

MEDIA MANAGEMENT CONTEXTS, POLICY AND INSTITUTIONS

Assesses the role of media in society and the critical issues media managers need to consider regarding democratisation, regulation, diversity and transformation. The module explores the structure of media organisations, governance and the impact of external regulatory frameworks, investigating how these can be addressed through internal policy development.

MEDIA MANAGEMENT AND LEADERSHIP

Provides a firm grounding in leadership and management theories and develops the skills and attitudes required to effectively motivate and manage teams of media professionals in a way that promotes performance. The module also incorporates a focus on skills needed in the areas of change management, decision-making and strategic planning.

HUMAN RESOURCE MANAGEMENT

Provides an overview of the different theoretical and practical issues involved in human resource planning and development at a media organisation. The module covers core human resource management functions and deliverables such as: staff planning and policy development; job analysis; recruitment performance management; motivation; training and discipline.

MARKETS, AUDIENCES AND ADVERTISING

Provides an understanding of media markets and the strategic and analytical skills needed in ensuring media products achieve optimum penetration in competitive environments. Covers the knowledge required to conduct, commission or analyse appropriate research and the fundamentals for positioning, marketing and promoting media products.

MEDIA ECONOMICS AND FINANCIAL PLANNING

Addresses the economic fundamentals of running a sustainable media organisation: budgeting; cost control; revenue generation as well as strategies for fundraising and accessing financial support. Provides participants with the financial planning, budgeting, monitoring and reporting skills required to ensure an organisation meets its fiscal goals.

MANAGING MEDIA CONTENT

Introduces participants to different approaches to content management and provision in the print and broadcast industries. The module investigates topics such as media product development; niche packaging; convergence; and programming trends emerging in broadcasting. It also explores strategies for marrying audience and reader needs with advertisers' demands.

MARK ALLOCATION

Students must obtain passing grades for at least seven of the eight core modules and a passing grade for the final portfolio in order to qualify for the Postgraduate Diploma in Media Management.

CREDIT VALUE

- » 8 core modules
12 credits each (10% each)
- » Portfolio assignment 24 credits (20%)

CIRCULATION AND DISTRIBUTION

Addresses the pivotal strategic role a circulation department can play in a print media enterprise. The module is designed to enhance participants' understanding of the imperatives driving circulation decisions as well as to introduce them to strategies for effective sales management and distribution; pricing; subscriptions and sales team training.

NEW TECHNOLOGY AND CONVERGENCE

Explores different ways in which media organisations use new media to add value to existing products, increase their market share and attract additional revenue. Focuses on different models of convergence, online content provision and the use of cellular technology as well as the impact emerging technologies are likely to have on media enterprises.