



RHODES UNIVERSITY
Where leaders learn



SOL PLAATJE INSTITUTE FOR MEDIA LEADERSHIP

POSTGRADUATE DIPLOMA IN MEDIA MANAGEMENT AT A GLANCE:

The Postgraduate Diploma in Media Management (PGDip in Media Management, popularly known as PDMM) is an intensive programme accredited at the honours degree level (NQF Level 8) by South Africa's Qualifications Authority (SAQA). The PDMM is offered annually by the Sol Plaatje Institute for Media Leadership at Rhodes University as a full-time one-year distance programme that runs over two academic years.

The PDMM is the only formal qualification in media management in Africa and the developing world. Launched in 2004, it provides an insider view of how successful and sustainable media organisations operate in rapidly changing and discontinuous contexts that mark today's media landscape.

The programme develops the strategic knowledge, understandings and work competencies that media managers and leaders need to apply to run media organisations in the public, commercial and community sectors sustainably and ethically in the 'age of participatory and transient journalism'.

It focuses on the management of people, media markets and audiences, the role and place of digital and social media technologies in the multiplatform media industry, and what all of these mean to the industry and our globalising world.

The programme also focuses on outcomes-based learning and fast-tracks graduates into mid-level media management positions by giving them an edge in their work competencies and applied knowledge of the media industry in Africa and internationally.

The distance PDMM runs over two academic years and employs a variety of teaching and learning delivery modes, including using online teaching and learning platforms.

Below are the eight-core modules of the PDMM:

- **Media Management Contexts, Policy and Institutions:**

This introductory and overarching module assesses the role of media in society and the critical issues media managers need to consider regarding democratisation and how regulation, policy and policy issues, staff diversity, gender and transformation impact the operations of a media organisation.

- **Media Management and Leadership:**

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

- **Human Resources Management:**

This module provides an overview of the different theoretical and practical issues involved in a media organisation's human resource planning and development. The module covers core human resource management functions and deliverables, including staff planning and policy development, job analysis, recruitment, performance management, motivation, training, mentoring, coaching and discipline.

- **Managing Markets, Audiences and Advertising:**

This module provides an understanding of media markets and the strategic and analytical skills needed to ensure media products achieve optimum penetration in competitive markets. It covers the knowledge required to conduct, commission or analyse appropriate research and the fundamentals for positioning, marketing and promoting media products.

- **Financial Management and Media Economics:**

This module addresses the economic and financial fundamentals of running a sustainable and profitable media organisation – and doing so ethically. It covers budgeting, cost controls, revenue generation, and strategies for fundraising and accessing financial support. It provides participants with the financial planning, budgeting, monitoring and reporting skills required to ensure an organisation meets its fiscal goals.

- **Managing Media Content:**

The module introduces participants to different content management and provision approaches in the print, broadcast, and converged media industries. The module

investigates topics such as media product development, niche packaging, convergence, and programming trends emerging in today's digital, multiplatform media. It explores strategies for marrying audience needs with advertisers' demands using quantitative and qualitative research methodologies.

- **New Media and Convergence:**

This module explores different ways media organisations use digital and other emerging media platforms to add value and utility to existing products. It focuses on various models of convergence, online content provision, the use of cellular technology, and the impact these emerging technologies have on established media.

- **Media Distribution and Circulation:**

This module addresses the pivotal strategic role that a distribution and circulation department plays in a multiplatform media enterprise. The module is designed to enhance participants' understanding of imperatives that drive the distribution and circulation of news services and products and introduce them to a range of strategies for effective sales management and distribution, pricing, subscriptions, and sales team management.

ENTRANCE REQUIREMENTS:

Full-time Postgraduate Programme:

Applicants should ideally have completed an undergraduate degree from a recognised university. Experienced media practitioners with diplomas in journalism or mass communication studies will also be considered.

Online/Distance Postgraduate Programme:

An undergraduate degree in any discipline. Consideration will be given to admit students based on the Recognition of Prior Learning (RPL) provided that these students have been in the media industry for at least five years and have a diploma and/or advanced certificate in a cognate discipline (e.g. Diploma in Journalism or Advanced Certificate in Marketing and Communications).

HOW TO APPLY:

Online Application:

To apply online for the Post Graduate Diploma in Media Management, please visit the ROSS website <https://ross.ru.ac.za/>

Manual Applications:

All forms are available on our website (found on our website www.ru.ac.za/spi) for manual applications.

- Prospective students currently enrolled at Rhodes University should download the form labelled **Application for Admission: Honours (Internal Applicants)**.
- Prospective students NOT currently registered at Rhodes University, please complete the Application for Admission: Honours (External Applicants) form.
- All applicants should also download and complete form an additional form labelled **Postgraduate Diploma in Media Management Application Form**.

Together with these forms, you will need to submit:

- Academic transcripts
- CV
- Letter of motivation (500 –1000 words) on why you would like to do this course.

Application forms should be emailed to registrar@ru.ac.za. Please copy the PDMM Coordinator s.mbengashe@ru.ac.za when sending the application.

Alternatively, applications can be posted to:

Student Administration
The Registrars Division
Rhodes University
P O Box 94
Makhanda/Grahamstown
6140
South Africa

COURSE FEES:

The University Senate will decide on course fees for 2023 in November 2022.

The fees for the programme in 2022 are R 55 561. Please see more information on Rhodes University's 2022 fees in this link [2022 Fees Booklet](#).

CLOSING DATE FOR APPLICATIONS:

The closing date for PDMM applications **is 30 November 2022**.

Individuals applying for the part-time programme who want to be considered for RPL should **send their applications before 31 October 2022**.

CONTACT INFORMATION:

For more information, please check the details on the website of the Sol Plaatje Institute for Media Leadership (www.ru.ac.za/spi) at Rhodes University.

You can also contact Sibongiseni Mbengashe, the Administrative Coordinator of the course, at s.mbengashe@ru.ac.za, telephone +27 46 603 8851.

ENDS.