

Management of Electronic Media

Management of electronic media begins with an overview of electronic media in society. Chapter 1 introduces you to the main industries that make up the electronic media and presents the various functions, skills, and roles of electronic media managers.

Chapter 2 examines the contemporary media marketplace with a discussion of the different types of markets, alliances, and partnerships found across the electronic media and factors influencing the media industries.

3 ethics of management

4 theories of management

5 financial management

6. managing personnel

7. audiences and audience research

8. programming: strategy and distribution

9. marketing

10. news and news management

11. regulatory influences and electronic media management

12. electronic media management: the role of public relations

13. technology and electronic media management

