

JMS 401 MEDIA MANAGEMENT

Exam Project

Media Company Startup Project

Media Type (TV station)

This project requires you to design a media company (TV). The goal is to demonstrate your understanding of how media organizations operate by applying key concepts learned in the media management course. You will develop a business model, organizational structure, content strategy design, and financial plan and ethical compliance.

Project Assignments		
1	Introduction - Provide an executive summary of the media company - Give a brief description of the media company and its mission. - What makes the TV station unique - The company structure and operations: - Illustrate the Organizational Structure - Justification: Explain why this structure is appropriate for the company.	12 marks
2	Management Theory Application Chosen a management theory and its application to a Media Company - Describe the tenets of the theory - Explain how the theory improves performance.	10marks
3	Media Program Management/content management Develop and describe the content you will air. - Weekly program schedule - Daily programs - Time - Evaluation: Explain the methods for measuring program success.	10 marks

	News Management i. Outline the news-gathering process ii. Describe the editorial controls you will apply	8marks
4	Personnel Management / Human Resources Management i. Describe the staffing plan ii. Conflict resolution iii. Explain why the media company must embrace industrial relations.	10marks
5	Media Facilities and Layout Design i. Describe the facility layout/studio. ii. ICT iii. All the sections/ Departments/equipment/office spaces iv. Justification: Explain why the design is efficient and cost-effective	8marks
6	Budgeting and Financial Planning Prepare a budget: Include: i. Initial capital ii. Monthly expenses iii. Revenue projections	6 marks
7	Content Strategy and Distribution i. Target audience ii. Content types iii. Distribution platforms iv. Strategy explanation v. Explain how the content and distribution will attract audiences.	10marks
8	Marketing strategies i. Design a marketing plan ii. Branding: Brand identity iii. Apply a media entrepreneurship & business model—Use one iv. Justification: Explain why this model fits the company.	15marks

9	Ethical Issues - Outline ethical challenges facing media companies - Media regulation & laws - Provide 3 relevant media laws and how the company should comply	9marks
	Submit the Project	2 marks
Total		100 marks

Grading Rubric : Media Company Proposal Project						
Section		Criteria	Excellent	Good	Satisfactory	Needs Improvement
Introduction	12 marks	12-11	10--9	8-5	4-3	2-1
		Organizational structure, operations/roles, recruitment strategy	Clear, compelling, and well-structured introduction with strong rationale	Mostly clear with minor gaps in rationale	Some clarity, lacks focus or justification	Unclear, vague, or missing key elements
Management Theory Application	10marks	10-8	7-6	5-4	3-2	1
		Application of Appropriate theory	Appropriate theory clearly explained and strongly applied to improve performance	Theory explained and applied with minor gaps	Basic explanation; weak application	Incorrect theory or no clear application
Program management	10marks	10-8	7-6	5-4	3-2	1
		Programs / schedule	Detailed programs, clear weekly schedule, strong evaluation methods	Good program detail; evaluation explained	Basic schedule; limited evaluation	Incomplete programs or no evaluation
	8 marks	8-7	6-5	4-3	2	1

Newa/conte nt manageme nt		News process; strong editorial controls	Clear, logical news process; strong editorial controls	Process explained; controls mentioned	Basic outline; limited detail	Vague or missing explanation
Human Resource Manageme nt	10mark s	10-8	7-6	5-4	3-2	1
		Staffing/HR plan, realistic staffing/industrial relations	strong conflict resolution; clear industrial relations/ Clear HR plan, realistic staffing, roles well-defined	Mostly clear HR approach, minor role overlaps	Basic structure, lacks detail in planning	Vague or missing HR strategy
Design/ Media Facilities & Layout	8marks	8-7	6-5	4-3	2	1
		Media Facilities & Layout ICT	Detailed layout; strong efficiency & cost justification	Layout explained; reasonable justification	Basic description; weak justification	Poor or missing description
Budgeting and Financial Planning	6marks	6	5	4	3-2	1
		Budget, revenue models, cost breakdown	Detailed, realistic financial plan with projections	Sound plan with small gaps in detail	Basic budgeting with limited projections	Incomplete or unrealistic financial information
Content Strategy & Distributio n	10 Marks	10-8	7-6	5-4	3-2	1
		Target audience; strong strategy	Clear target audience; strong strategy; well- explained distribution plan	Audience & platforms identified; strategy explained	Basic content plan; weak explanation	Unclear target or no strategy
Marketing Strategies	15mark s	15-13	12-10	9-6	5-3	211
		Marketing plan; clear branding; correct business model	Strong marketing plan; clear branding; correct business model with strong justification	Good marketing plan; model explained	Basic marketing ideas; weak justification	Incomplete or unclear strategy
Ethical Dimensions		9-7	6-5	4-3	2	1
	9	Policies on fairness, transparency, and editorial standards	Strong ethical considerations, policy examples provided	Ethical concerns addressed with minor gaps	Basic mention of ethics without depth	Lacks understanding or consideration of ethics

**Full
document**

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Submit the Project on the LMS