

ESSENTIALS OF BROADCAST MANAGEMENT [TEC014]

This NQF Level 7 Aligned, Certificate of Competence programme comprises of seven courses of study

Duration: 5 days

OVERVIEW:

The course is intended for aspiring managers as well as experienced broadcast managers who wants to interrogate and understand the changing media landscape better. The course afford each participant to gain considerable knowledge of managing within the media landscape by critically looking at the people resources and regulatory environment.

The course will provide participants with insights and practical skills to help them make direct interventions in their respective radio stations and television channels, and will cover the following key areas:

- Leadership and Management
- Programme Management

- Managing Budget
- Advertising and Marketing

- Human Resource Management
- New Regulatory Environment

- Editorial Independence & Ethics

Case studies will be employed to demonstrate and examine the flaws and foibles of our contemporaries in this challenging business of managing various segments of radio and television.

Participants who successfully complete a short assignment at the end of the course will be awarded an Essentials of Broadcast Management certificate from Rhodes University.