DIPLOMA| Broadcasting Media Management

By London City University

Course Overview

The objective of the broadcasting media management is fostering critical thinking skills. The course covers complete operations, models and functions of broadcast management. The participants can learn broadcast management from various prospects including theoretical, managerial, and realistic. Additionally, it emphasizes on the impact of TV, radio, cable and more economy, politics and society. The participants can be prepared for real time broadcasting media management by enrolling in the course.

Why should one take this certification?

This course is designed for professionals wanting to get promotion in their chosen areas and career.

Course Outline

- ❖ Introduction to broadcasting media management
- ❖ Media operations and functions
- ❖ Organizational Structure and media management
- ❖ Broadcast Station Management
- ❖ Challenges and possible troubles
- ❖ Perspectives on the Organizing Process
- ❖ Theories
- ❖ Planning, execution and management
- ❖ Recruitment
- ❖ Broadcast Sales
- ❖ Broadcast Promotion & advertising
- ❖ Promotional tactics
- ❖ Broadcast Programming
- ❖ Broadcast Regulations

Course duration	**3 Months OR as per your requirement | Flexible and dependent on your time frame and need**
Entry Requirements	**A Success Oriented Personality**
Certification	**London City University**, will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
Mode of application	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by **London City University**
Course Assessment	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.

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