

<b>Course Name</b>	<b>Media entrepreneurship</b>		
<b>Code</b>	<b>TBD</b>		
<b>Type</b>	Non-mandatory (optional)		
<b>University Level</b>	TBD		
<b>Year</b>	TBD	<b>Semester</b>	TBD
<b>ECTS</b>	5 ECTS points		
<b>Lecturer</b>	Duje Petričević, lecturer		
<b>Gained competencies after completion</b>	<p>Overall competencies:</p> <ol style="list-style-type: none"> <li>1. Finding a target audience, within a certain market niche and developing a product tailored to both its needs and desires.</li> </ol> <p>Particular, theoretical and practical proficiencies:</p> <ol style="list-style-type: none"> <li>1. Identifying both personal and professional competitive advantages.</li> <li>2. Develop an entrepreneurial mind-set or at least adopt guidelines toward establishing one.</li> <li>3. Strengthen the personal brand using social media.</li> <li>4. Conceptualise a media product, its viable means of monetisation and development.</li> </ol>		
<b>Enrolment prerequisites</b>	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Traditional and New Media characteristics.</li> <li>2. Brand basics, concepts and management.</li> <li>3. Personal and product branding.</li> <li>4. Differences between propaganda, public relations and marketing.</li> <li>5. The product concept.</li> <li>6. The elemental concepts of finance and the repercussions for business decision making process and overall media and marketing strategy.</li> <li>7. Guerrilla and multimedia marketing of creating the brand.</li> <li>8. The specific nature of services, the practical implementation of the S-D logic.</li> <li>9. Fundamental managerial tools: the SWOT, PEST analysis.</li> </ol>		
<b>Recommended literature</b>	<ol style="list-style-type: none"> <li>1. Bygrave, W.D., (2007) <i>Entrepreneurship</i>, Wiley</li> <li>2. Manovich, L. (2002), <i>The Language of New Media</i>, The MIT Press</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. Chomsky, N., (2002) <i>Media Control</i>, Seven Stories Press</li> <li>2. Klein, N., (2009) <i>No Logo</i>, Picador</li> </ol>		
<b>Education execution</b>	Lectures, seminars and practical lessons.		
<b>Exam prerequisites</b>	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.		
<b>Methods for assessing the attained practical skill and theoretical knowledge, exam execution</b>	Practical assignments, 2 preliminary exams, written and oral exam, carried by the lecturer.		
<b>Language in which the course will be carried out</b>	English		
<b>Methods for determining the quality of lessons, as well as the exam</b>	Internally, carried out by surveying the students. Of course, the survey is completely anonymous. Externally, by evaluations of the experts in the field.		