Course Syllabus

Code - Course Title	**RTP204U - Radio and Television Management**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SIRRI SERHAT SERTER

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	HUK213U MEDIA LAW
Recommended Resources	Anadolu University Distance Education Faculty Radio and Television Businnes Textbook
Work Placement	There is no internship or practice for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Management and Organization in Radio and Television: Broadcasting and management systems in radio and television	
Week - 2		Organization structure of Radio and Television, New organization approaches in radio and television broadcasting	
Week - 3		Production Planning in Radio and Television: Subject matter and features of production in radio and television	
Week - 4		Production planning in radio and television, production process in radio end television	
Week - 5		Broadcasting Planning in Television: Broadcasting schedule	
Week - 6		Strategies of broadcasting schedule	
Week - 7		Midterm Exam	
Week - 8		Television ratings in Turkey	
Week - 9		Basic concepts of rating data, uses of rating datas	
Week - 10		Television Marketing: Introduction, marketing concept	
Week - 11		Media organizations and marketing	
Week - 12		Strategies of television marketing	
Week - 13		Financial Management: Introduction, management of organization capital	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	To describe different organization structures of radio and television companies
2	To explain production planning processes of companies
3	To appreciate broadcasting planning and discuss broadcasting flow strategies of television companies
4	To appreciate television rating methods and comment measurement datas in the use of media and broadcasting planning
5	To explain marketing concept and discuss marketing strategies in television
6	To describe financial management processes and financial resources in radio and television companies

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
Final Exam	1	70
	Sum (%)	**100**