

Course Description Form for Media Institutions Management

105.	Course name:	
	Media Institutions Management	
106.	Course code:	
	MMI	
107.	Semester / Year:	
	2026-2027	
108.	Date of preparation of this description:	
	14/10/2026	
109.	Available forms of attendance:	
	In-person + online (when needed)	
110.	Total number of study hours / total number of units:	
	2 hours / 2 units	
111.	Name of course coordinator	
	Name: Asst. Lect. Haider Khalil Ibrahim Email: hayder.khaleel@uowa.edu.iq	
112.	Course objectives	
	Providing the student with the basic concepts in the management of media institutions ✓ Introducing the student to the different characteristics and types of management and leadership ✓ Enabling the student to understand and apply the mechanisms of modern management of media institutions ✓ Training the student on the types of media planning and its inputs ✓	Objectives of the course subject

Enabling the student to identify remote ✓ .media management Providing the student with practical skills in ✓ understanding and interpreting educational media and discovering the values embodied in their content; the ability to offer critical opinions on media .content, whether negative or positive Preparing the student to face the ✓ challenges encountered in the work environment according to modern .scientific foundations					
113. Teaching and learning strategies					
.Theoretical lectures supported by applied examples ✓ .Class discussions and analysis of real case studies ✓ .Applied projects (reports and short research papers) ✓ .Training in using quantitative methods for forecasting and decision-making ✓ .E-learning through digital resources and educational videos ✓					Strategy
114. Course structure					
Assessment method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture + discussion	Concept of Management and Its Definitions	Identifying the management of media institutions	2	1
Short quiz	Lecture + examples	Presentation of management theories	Identifying the management of media institutions	2	2
Short report	Lecture + participation	Concept of Modern Management	The student understands the definition of management and its objectives	2	3
Assignment	Lecture + discussion	Types of Media Management	The student identifies the meaning of the word management and its synonyms	2	4

Assignment	Lecture + exercise	Top, Middle, and Lower Management	Identifying the concept of administrative levels	2	5
Short quiz	Lecture + case study	Types of Management and Its Levels	The student understands management activities	2	6
Assignment	Lecture + training	Public and Private Management	The student learns the fields of management	2	7
Monthly test	Lecture + practical exercise	Objectives and Strategies of Media Management	Management in Media Institutions	2	8
Short report	Lecture + discussion	Influences on Media Management	The student becomes aware of the influences on the management of media institutions	2	9
Assignment	Lecture + practical examples	The Nature of Media Outlets	The student becomes aware of the influences on the management of media institutions	2	10
Short quiz	Lecture + training	The State's Right to Grant Licenses	The student becomes aware of the influences on the management of media institutions	2	11
Assignment	Lecture + case study	Economic Control Through Advertising	The student becomes aware of the influences on the management of media institutions	2	12
Report	Lecture + training	Laws and Regulations Governing Media	The student becomes aware of the influences on the management of media institutions	2	13
Class participation	Review + exercises	Social Pressures	The student becomes aware of the influences on the management of media institutions	2	14

Final exam	Written	Exam	Final test	2	15
Short report	Lecture + examples	Institutional Structure and the Nature of Its Work	Understanding the nature of media work	2	16
Assignment	Lecture + participation	The Role of the Media Gatekeeper	The student recognizes the importance of media roles	2	17
Assignment	Lecture + discussion	Professional Considerations	The student recognizes the importance of media roles	2	18
Short quiz	Lecture + exercise	News Agency Services	The student recognizes the importance of media roles	2	19
Assignment	Lecture + case study	Concept of Planning and Its Relationship to Media	The student identifies the concept of planning	2	20
Monthly test	Lecture + training	Importance and Characteristics of Planning	Identifying the planning process for media institutions	2	21
Short report	Lecture + practical exercise	Planning Inputs and Outputs	The student becomes aware of the importance of media planning	2	22
Assignment	Lecture + discussion	Designing a Model for Building an Integrated Media Plan	The student practices drawing up a media plan	2	23
Short quiz	Lecture + practical examples	Flexibility in Media Management	General Media Management	2	24
Assignment	Lecture + training	Participation in Media Management	General Media Management	2	25
Report	Lecture + case study	Remote Media Management	Identifying remote management	2	26
Assignment	Lecture + training	Remote Media Management	Identifying remote management	2	27

Short report	Review + exercises	Communication, Its Types and Models in Media Institutions	Identifying the concept of communication in media management	2	28
Class participation	Lecture + examples	General Administrative Concepts in Media	The student reviews all administrative concepts in media	2	29
Final exam	Written	Exam	Final test	2	30

115. Course evaluation

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc.

Preparation and class participation: 10 marks شش.

Monthly test: 30 marks تت.

Final exam: 60 marks ثث.

Total = 100 marks خخ.

116. Learning and teaching resources

There is no prescribed textbook; lectures are delivered according to the specified syllabus topics	Required textbooks
- Dr. Salam Mun'im: Modern Trends in Institutional Management - Dr. Ali Kanaan, Media Institutions Management - Dr. Muhammad Al-Rifai, Media Institutions Management, University of Damascus - Dr. Muhammad Abdel Badi, Media Institutions Management, Cairo University	Main references
Dr. Boutros Hallak, Media Institutions Management, Syrian Virtual University.	Recommended supporting books and references
Journal of Media Studies Journal of Mass Communication Research	Electronic references, internet websites

The Arab Journal of Media and Communication	
The Media Researcher.	

