

**COURSE DATA****DATA SUBJECT****Code:** 36629**Name:** News media companies**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	4	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Información periodística y su tecnología	COMPULSORY

COORDINATION

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SUMMARY

This is a theoretical and compulsory subject in the final year of the degree in Journalism designed to train students in the creation and development of a viable business project. It begins by explaining the structure of commercial companies in general, of social economy entities and now of media companies in particular. The subject is extremely important at a time like the present, where both the media and commercial companies are undergoing a transformation that will mark the way in which journalism is practised. Students will learn about the process of starting up an economic activity and the constitution of a commercial company or a social economy entity, as well as the field of entrepreneurship in the field of journalism companies and innovative start-ups for communication in the world of digital convergence.

COMETA, an Educational Innovation Project of the University of Valencia (UV-SFPIE_PIEE-3328191), is developed within the framework of this subject. Promoted by the Faculty of Teaching, it was launched in the academic year 2023-24, and is designed to bring the training that students receive at the university closer to the real demands of the education system, society and the labour market through active teaching methodologies such as cooperative learning applied to podcasting and problem-based learning through design thinking.

This subject can contribute to the fulfilment of several Sustainable Development Goals of the United



Nations 2030 Agenda. These include Quality Education (SDG 4), Gender Equality (SDG 5), Industry, Innovation and Infrastructure (SDG 9), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12), and Partnership Building (SDG 17).

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

It is recommended to have previously taken courses such as 'Introduction to Current Economics' and 'Theory and History of Journalism,' which provide a fundamental foundation on the different models of journalistic enterprises developed over time. It is also advisable to have knowledge of 'Communication Structure,' as this subject facilitates a deeper understanding of the business aspects of journalism that will be addressed in this course.

COMPETENCES / LEARNING OUTCOMES

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Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

Students must have an understanding of the data and mathematical operations performed, with some of them commonly used in the media. Students must know how to use data and statistics in a correct and understandable way for global dissemination.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Students should be able to adapt to technological and socio-occupational changes.

Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.



DESCRIPTION OF CONTENTS

1. Concept and Evolution of the News Media Company

Business characteristics of information

The economic value of information

Launching a new business project

2. Multimedia Structure of the News Media Company

Types of commercial companies

Social economy entities

Entrepreneurship in the field of communication

3. Marketing the News Media Company's Product

Strategic marketing

Operational marketing

Branded content

4. Income and Expenses of the News Media Company

Sources of funding

Accounting

Taxation

Human resources

5. Distribution and Promotion of the News Product

Distribution models



Characteristics of the information market

Profitability and feasibility

This content plan will be reflected in the following learning outcomes:

- Demonstrate the ability and the skills to carry out the main journalistic tasks and to use information and communication technologies and techniques.
- Operate on the Internet in any of the areas of work that this medium offers in the communication sector (design and production of written and/or audiovisual content, website management, etc.).

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	60,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	60,00
Independent study and work	0,00
Preparation of lessons	0,00
Preparation for assessment activities	30,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

- Lectures, where the theoretical contents of the subject will be presented. Incorporation also of the methodology of reverse classes
- Individual and group activities and practical exercises to consolidate the acquisition of competences
- Application of innovative methodologies such as, for example, design thinking and co-creation
- Final group work: design of the business plan.



EVALUATION

First call

The final grade for this course will be based on the following assessment components:

- **Exam** covering theoretical and practical content taught in class, scheduled on the official date (60%). The format will include multiple-choice questions and fill-in-the-blank exercises, accompanied by short argumentations based on the course materials discussed in class.
- **Final group project:** development and innovative presentation of a business plan (30%).
- **Individual assessment** of students' active participation in class (10%).

In order for all assessment components to be taken into account, students must achieve a minimum score of 5 out of 10 in the exam and pass at least 50% of the grade for practical assignments.

Second call

The final grade will be calculated based on the following components:

- **Theoretical part (60%):** written exam covering theoretical content taught during the course, on the scheduled date.
- **Practical part (40%):** grades obtained for practical work completed during the semester may be kept for the second call. However, these grades will not be retained in case of enrollment in future academic years.

If the student did not complete the practical assignments or failed them during the course, they must submit an individual argumentative essay in an innovative format (narrative web, podcast or audiovisual) on the informative company and current challenges, based on a topic or publication previously agreed with the professor.

In order to average both parts, students must obtain a minimum grade of 5 out of 10 in the exam and pass at least 50% of the practical component.

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017



Academic integrity

Intellectual integrity is a core value in academic communities and is essential for fair evaluation of student work. All assignments submitted must be original.

Work that involves fraudulent collaboration or the use of artificial intelligence tools (such as ChatGPT or others) will not be accepted, unless their use is explicitly part of the course content and has been previously authorized by the teaching staff.

If plagiarism is detected in an assessment, the work will be graded with zero, which will result in failing the call, regardless of any disciplinary procedures that may be initiated and, if applicable, the sanctions provided for by current legislation.

The following actions will also be considered serious offenses and may result in the immediate failure of the call: copying or allowing copying between students, irregular access or early appropriation of exam content, manipulation or destruction of results or evaluable activities, and impersonation in exams. When such offenses are detected, the instructor must report them to the Degree Coordination.

Likewise, assignments or exams with spelling mistakes, typographic errors, or problems in syntax, coherence, or writing will be penalized and may result in failing the assignment or test.

REFERENCES

Basic references

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Complementary references



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