



Professional Practice

The Enterprise

Roles and Responsibilities

Henry Loeser PhD



Professional Practice

Design

Fusion

- Education, Research, Professional practice
- Inspire learning, advance knowledge and enrich society.



Professional Practice

The Media Ecosystem

Understanding Media

- media archeology, sociological perspectives, the age of print, the age of broadcasting, the digital age
- creative industries, media industries, functions, types, roles, technologies, business models, interrelated actors & institutions



Professional Practice

The Media Ecosystem

The Business of Media

- macroeconomics, media markets, competition, platforms, formats, content, regulations, intellectual property, distribution, business models, revenue channels



Professional Practice

The Media Enterprise

Ownership & Leadership

- structure, financing, governance, regulation, fiduciary management, planning, strategy, leadership, sustainability (financial, organizational, legal, ethical, social)



Professional Practice

The Media Enterprise

Management

- planning, strategy, leadership, innovation, ethics, diversity, outreach, team building, conflict resolution, social responsibility, people, systems, output



Professional Practice

The Media Enterprise

Administration

- finance, A/P, A/R, payroll, tracking, reporting, traffic, HR, insurance, taxes



Professional Practice

The Media Enterprise

Technics / Operations

- hardware, software, networks, IT, AV, estates, budgeting, research, innovation



Professional Practice

The Media Enterprise

Marketing

- research, analysis, planning, budgets, branding, targeting, segmenting, messaging, delivering, evaluating



Professional Practice

The Media Enterprise

Programming

- strategy, research, development, planning, organizing, budgeting, producing



Professional Practice

The Media Enterprise

Revenue

- strategy, tactics, markets, channels, research, forecasting, reporting, traffic, client relations, sales management (people, systems, materials), the sales process



Professional Practice

The Media Enterprise (freelance)

Entrepreneurship

- self-assessment, strategy, ownership, management, planning, finance, budgets, technics, markets, marketing, programming, revenue (advertising, subscription, enterprise, community) systems, ethics, social responsibility



Professional Practice

A Look into the Future

- new ecosystem, industries, cross-media, platforms, applications, mobile, IoT, gaming, voice, AI, wearables, enterprises, employment, business models (advertising, subscription, enterprise, community)



Professional Practice

Employment

Get the Job

- personal profile, CV, brand identity, networking, mentoring, searching, recruiting, applying, interviewing, negotiating, accepting, contracts, rights & responsibilities, best practices, tips & tricks



BA (Hons) Media Production
Professional Practice

Employment

Get the Job (freelance)

- personal profile, CV, strategy, brand identity, marketing, networking, pricing, pitching, negotiating, contracts, best practices, tips & tricks



Professional Practice

Employment

Got the Job

- orientation, training, documentation, evaluation, rewarding, punishing, promotion, transfer, termination, networking, collaboration, mentoring, career management, best practices



Professional Practice

Employment

Got the Job (freelance)

Ownership, finance, legal, admin, operational plans & budgets, client relations, systems, people, materials, best practices



Professional Practice

Design

Aim

- Equip graduates with the business knowledge and skills necessary to become a media professional in a challenging and ever-changing industry



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