UNDERRSTANDING AND MANAGING MEDIA IN CHANGING MARKETS
Faculty of Political Sciences, Belgrade, May 17\textsuperscript{th} – 19\textsuperscript{th}

WORKSHOP PROGRAM

\textbf{Wednesday, May 17}
\textbf{Understanding Forces Shaping the Media}
- Economics of information products
- Relationship between strategic management, media performance and media content
- Approaches to the strategic management of media in highly competitive markets
- Management implications of new technologies

09:30  Session 1
11:00  Coffee break
11:30  Session 2
13:30  Lunch
14:30  Visit to the RTV Studio B

\textbf{Thursday, May 18}
\textbf{Strategic Management of the Revenue Side of Media Businesses}
- Theory and practice of sales and marketing
- Integrated markets and promotion
- Branding and marketing

09:30  Session 1
11:00  Coffee break
11:30  Session 2
13:00  Lunch
14:00  Visit to Politika daily newspaper

\textbf{Friday, May 19}
\textbf{Managing the Production Side of Media Businesses}
- Leadership and personnel management
- Performance and media content
- Audience Research

09:30  Session 1
11:00  Coffee break
11:30  Session 2
13:00  Lunch
14:00  Visit to the Independent Association of Journalists of Serbia