

Summary Management and Leadership

GENERAL OBJECTIVES:

To provide the student with the tools and strategies necessary to assume the roles of advertising with management and leadership skills, which allow them to face the economic environment, with competitive arguments necessary for today's markets.

SPECIFIC OBJECTIVES:

1. Ability to design and innovate the development of processes, methodologies and new business options for the processes of entrepreneurship.
2. Ability to propose and formulate new and different business concepts and ways of working that allow the validity and competitiveness of the advertising industry in the economic environment of the region and the country.
3. Capacity to lead processes, resources and work teams with a managerial view of the administrative processes of advertising services companies.

CONTENT OF THE COURSE:

UNIT I

GENERAL CONCEPTS

- Origins and conceptualization
- Organizations and their management
- Administration and Management
- Leadership and Management
- Management Models

UNIT II

MANAGEMENT AND LEADERSHIP

- Foundations of Leadership
- Leadership Processes
- Leadership Classes - Situational Leadership
- Entrepreneurship
- Attributes of the leader

UNIT III

MANAGEMENT IN ADVERTISING

- Competencies as a factor of personal performance
- Leadership and Management Systems in Advertising
- Structures and processes.
- Economic environment
- Production sector