# Institute for Capacity Development (ICD)

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**Media and Leadership Management**

**Course Objectives**

On completion of the course, participants should be able to:

- Understand the intersection of media, communication, and leadership in modern organizations.
- Develop skills in managing media teams, projects, and campaigns effectively.
- Explore the role of leadership in shaping media strategies and narratives.
- Analyze the impact of digital transformation on media leadership.
- Foster ethical decision-making and crisis management in media contexts.

**Target Group**

- Marketing professionals
- PR practitioners
- Business owners
- Digital marketers

**Course Outline**

- General Management Principles and Skills
- Overview of media industries and their evolving landscape
- The role of leadership in media organizations
- Key challenges and opportunities in media management
- Traditional vs. contemporary leadership theories
- Adaptive leadership in media contexts
- Transformational and transactional leadership styles
- Emotional intelligence and its role in media leadership
- Media Strategy and Planning
- Developing media strategies aligned with organizational goals
- Audience analysis and segmentation
- Content planning and distribution across platforms
- Measuring and evaluating media campaign success
- Digital Transformation and Media Leadership
- Impact of digital technologies on media organizations
- Leading digital innovation and change management
- Social media leadership and engagement strategies
- Data-driven decision-making in media

- Team Management in Media Organizations
- Building and leading high-performing media teams
- Conflict resolution and collaboration in creative environments
- Motivating and inspiring media professionals
- Diversity, equity, and inclusion in media teams
- Ethical Leadership in Media
- Ethical challenges in media production and distribution
- Balancing profitability and social responsibility
- Navigating misinformation and fake news
- Building trust and credibility as a media leader
- Crisis Management and Communication
- Identifying and managing media-related crises
- Developing crisis communication plans
- Role of leadership in reputation management
- Case studies of media crises and leadership responses
- Global Media Leadership
- Leading media organizations in a globalized world
- Cross-cultural communication and management
- Adapting media strategies for international audiences
- Trends in global media consumption
- Innovation and Future Trends in Media Leadership
- Emerging technologies (AI, VR, AR) and their impact on media
- Leadership in the age of automation and AI-driven content
- Preparing for the future of media industries
- Sustainability and media leadership
- Action Planning

Dates:                    19th – 30th May 2025

Duration:              2 weeks

Course Costs:       US$3150/delegate

Venue:                 Kigali, Rwanda