

UNIVERSITY TRAINING ON ENTREPRENEURSHIP IN COMMUNICATION AND JOURNALISM BUSINESS PROJECTS

Dr. Pedro Aceituno-Aceituno, Dr. Andreu Casero-Ripollés, Dr. José-Joaquín Escudero-Garzás and Dr. Carlos Bousoño-Calzón

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INTRODUCTION



University training, as a promoter of entrepreneurship related to media and journalism in these times of crisis.



Marketing and innovation, specific aspects of business projects where training has had positive effects on most entrepreneurial initiatives.



Entrepreneurship, knowledge in creating and managing opportunities to benefit future generations of journalists.

OBJECTIVE AND METHODOLOGY



To know how entrepreneurship training affects the journalism and communication sector

Guidelines COREQ (Tong, Sainssbury, & Craig, 2007)
Review of qualitative research from RATS (BioMed Central, 2017).

semi-structured interviews via email
qualitative method

14 participants:
9 men and 5 women

RESULTS

Training is effective in the creation and development of entrepreneurial projects in journalism and communication.
With an increase in income and reduction of costs as a result of university training.

Positive effects according to six established characteristics: organization, business plan/model, marketing, innovation, social aspects and quality of life.

CONCLUSIONS



The most common limitations are the difficulty to create viable businesses, lack of advice and follow-up and excessive bureaucracy, highlighting the importance of updated training in management aspects, subsidies and financing, management and new market opportunities.



The examples of this work can be of vital importance in opening up new opportunities for sector development to enable future generations of journalists to fulfill their important social function.

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