DM2558 Mediemanagement 15,0 hp

Media Management

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

Fastställande

Kursplan för DM2558 gäller från och med HT10

Betygsskala

A, B, C, D, E, FX, F

Utbildningsnivå

Avancerad nivå

Huvudområden

Datalogi och datateknik

Särskild behörighet

Endast för TMMTM och TMETM, inte öppen för andra program

Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Lärandemål

The aim of the course is to provide the students with tools for observing, analyzing and understanding business models, value creation processes and driving forces in the media environment.

Having successfully completed the course, students should be able to:

- Define and articulate the meaning of central concepts and conceptual relations. They should also be able to relate concepts and theories to the broader context of media management and development of business activities, and relate these concepts and theories to the management and development of media business activities.
- Apply concepts and theories to solve problems relating to the main themes of the course.
- Employ the theoretical perspectives when analysing media markets in live cases in order to enable informed, managerial decisions, including selecting and advocating why a perspective is suitable for a particular analytical and managerial task.

Kursinnehåll

The course is divided in three modules:

Module 1: The introductory lectures provide an overview of strategy and strategy related models, theories and discussions. A written exam on the course literature concludes the module. The individual exam evaluates whether the student fulfills the intended learning outcome 1 (see above). The lectures give a foundation for module two and three.

Module 2: The second module consists of media cases, aiming to give practical use of the theories taught in module 1. These are group assignment cases, with presentations and class discussions. Guest lectures will be given correspondingly to each case. Four cases (group assignments) are included in the module, plus one individual case assignment. This case exam evaluates whether the student fulfills the intended learning outcome 2 (see above).

Module 3: The final module consists of a business project and associated guest lectures. The aim of the business project is to create a strategic business plan including recommendations for a company in the media industry. The work will be conducted in groups of 4-5 students, and companies will be appointed to every group. Group coaching will be given in this module. The assignment evaluates whether students fulfill the intended learning outcome 3 (see above).

Kurslitteratur

-Annet Aris & Jacques Bughin, Managing Media Companies - Harnessing Creative Value, 2009.

-Normann & Ramírez, Designing Interactive Strategy, 1998 (Additional reading).

In addition there will be a set of articles.

Examination

- INL1 - Inlämningsuppgift, 5,0 hp, betygsskala: P, F
- INL2 - Inlämningsuppgift, 5,0 hp, betygsskala: P, F
- TEN1 - Tentamen, 2,5 hp, betygsskala: P, F
- TEN2 - Tentamen, 2,5 hp, betygsskala: P, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.