DM2560 Media Management, practice module 7.5 credits

Media management, praktisk modul

This is a translation of the Swedish, legally binding, course syllabus.

Establishment

Course syllabus for DM2560 valid from Autumn 2016

Grading scale

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

Education cycle

Second cycle

Main field of study

Specific prerequisites

DM2561 Mediums management, can be followed in parallel.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

On completion of the course, the student should be able to

â€¢ use theoretical perspectives in analysis of current case studies in media markets to facilitate well informed management decision including choice of and arguments why a perspective is appropriate for a definite analysis and management task.

Course contents

The course consists of business project and related guest lectures.

Disposition

Business project and guest lectures. The assignment for the business project is to create a strategic business plan including recommendations for a company in the media industry. The work is carried out in groups of 4-5 students, and companies will be assigned to each group. Group supervision will be given in this module.

Course literature

Will be announced at least 10 weeks before the start of the course.

Examination

- UPP1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.