



DM2561 Media Management

7.5 credits

Media management

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

Establishment

Course syllabus for DM2561 valid from Autumn 2016

Grading scale

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

Education cycle

Second cycle

Main field of study

Specific prerequisites

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

• define and describe importance of central concepts and conceptual relations,

- relate concepts and theories to the broader context of media management and development of business activities, and also relate these concepts and theories to management and development of business activities,

• apply concepts and theories in order to solve problems within the main topic of the course.

Course contents

The course is divided into two modules:

Module 1: The initial lectures give an overview of strategy and strategy related models, theories and discussions. A written examination of the reading list completes the module. The individual examination will test whether the student satisfies learning objectives 1-2 (see above). The lectures give a basis for module two.

Module 2: The second module consists of media case studies with aim to give practical use for theories learned in module 1. These are group assignments with presentations and classroom discussions. Guest lectures are given in relation to each case study. Four case studies (group assignments) are included in the module, plus an individual case study assignment. This case study assignment will test whether the student satisfies learning objective 3 (see above).

Course literature

Will be announced at the beginning of the course

Examination

- TEN1 - Examination, 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.