



ME2022 Economics and Law for Media 7.5 credits

Medieekonomi och juridik

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

Establishment

Course syllabus for ME2022 valid from Autumn 2009

Grading scale

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

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Industrial Management, Basic Course

Language of instruction

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

Intended learning outcomes

The general aim of the course is that participants will be able to apply economical tools of analysis for evaluating media productions and be able to recognize and handle legal problems that occur in the media sector.

Course contents

Economic consequences in different types of mediaproductions.

Factors driving developments in media production.

Opportunities for investments and technology developments.

The control of production, chains and systems of production.

The application of contract law in the media arena.

Marketing law, competition law, rules regarding advertisement.

Intellectual property law in the media sector: Copyright, trademarks, designs, patents, trade secrets.

The industrial connection is achieved by way of the use of legal cases exemplifying the disputes that can occur and how they have been solved. In the economic field the calculations are based on situations accruing in media production.

Course literature

Determined at the beginning of the course.

Examination

- ÖVN1 - Exercises, 3.0 credits, grading scale: P, F
- TEN1 - Examination, 4.5 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.

Other requirements for final grade

Written exam , Assignment. The grade is determined by the result on the exam.

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.