Programme syllabus

Master's Programme, Media Management, 120 credits
Masterprogram, media management
120.0 credits

Valid for students admitted to the education from autumn 09 (HT - Autumn term; VT - Spring term).

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

Programme objectives

Media management focuses on the development and commercial operation of media products and services aimed at a consumer market, and the programme therefore offers courses with relevant knowledge regarding technology, content, production, distribution, market understanding and enterprise management in the media industry and related areas.

The main objective of the programme is to provide students with the skills required for managing media enterprises, preparing them for advanced industrial positions or continued graduate studies.

Knowledge and understanding

The Media Management programme will give the students:

- basic knowledge and ability needed to – using relevant methods – successfully, independently and in groups solve the organizational, technological, market and management related problems and challenges in the development, production and marketing of media services and products and in managing commercial media activities.
- knowledge regarding current technology, technology development and operational practices for media production, distribution, and consumption.
- knowledge on how to explore business opportunities and make strategic business decisions in the rapidly changing media industry environment.

Skills and abilities

The Media Management programme will give the students:

- skills to critically and independently identify and formulate complex situations and problems and to evaluate different technical, organizational, and commercially viable solutions.
- skills to follow continued research education on a postgraduate level.
• ability to plan and use relevant methods to carry out advanced tasks within given frames with respect to human requirements as well as to the demands from society concerning economical, social, and ecological development.
• work efficiently in a team environment together with people from different scientific and disciplinary background.
• communicate with scientists and with persons active in practical operations in a competent manner, both orally and in writing.

Ability to make judgements and adopt a standpoint

The student will be able to:

• critically assess a problem and in an independent manner acquire the information and knowledge that is necessary to establish a qualified opinion.
• have the ability to identify the need for further knowledge in the field and take responsibility for keeping her/his personal knowledge up to date.

Extent and content of the programme

Media Management is a two-year (120 ECTS credits) master programme on the advanced level (second cycle). The instruction language is English. The programme consists of courses given by KTH and the Stockholm School of Economics (SSE).

Eligibility and selection

General admission requirements
A completed Bachelor's degree, equivalent to a Swedish Bachelor's degree (180 ECTS credits), from a university recognized by the Swedish government or accredited by some other recognized organization. A good knowledge of written and spoken English.

This programme is a multidisciplinary programme between KTH, the Royal Institute of Technology, and the Stockholm School of Economics (SSE). The two schools will market the programme separately, but the selection of students will be a joint effort. Currently only students with a BSc can apply to the programme.

Specific admission requirements
The prerequisites for the Master's programme in Media Management is a Swedish or foreign degree equivalent to Bachelors degree of 180 ECTS credits in computer science, media technology, information technology, human-computer interaction, or similar program with an engineering or science profile.

Applicants must also provide a proof of good knowledge in English, equivalent to Eng B (Swedish school system).
For more information, see Study at KTH, Master´s programmes at KTH, “Admission requirements”.

Selection process
The selection process for the Master´s programme in Media Management is based on a total evaluation of
the following selection criteria: university, grade point average (GPA), course work related to the
programme, motivation letter and working experiences.
The applicants must be prepared to participate in a phone interview.

Complete information on the eligibility requirements can be found in the local admission policy of KTH, see:

http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/antagning/1.27192

Implementation of the education

Structure of the education

The academic year has a duration of 40 weeks. The academic year at KTH is divided into four periods.
Each period lasts approximately seven weeks. Each period is followed by an exam period.

The first year in the programme is mainly dedicated to the compulsory courses (45 ECTS credits) and elective courses (15 ECTS credits). The second year consists of elective courses (15 ECTS credits), compulsory courses (15 ECTS credits) and thesis work (30 ECTS credits).

Courses

The programme is course-based. Lists of courses are included in appendix 1.

The number of credits of optional courses should be 30 ECTS credits. The courses must be chosen from a list of elective courses with courses from KTH and SSE. At least 7,5 ECTS credits must be chosen from each of KTH and SSE. The choice of elective courses must be accepted by the programme administrator. Other courses from KTH or SSE can be chosen, for instance courses given in Swedish. This must be discussed with the administrator.

Grading system

Courses in the first and the second cycle are graded on a scale from A to F. A-E are passing grades, A is
the highest grade. The grades pass (P) and fail (F) are used for courses under certain circumstances.

Conditions for participation in the programme

No later than November 15 and May 15 each academic year, respectively, the students are required to
make a study registration and course selection for the coming term. At least 45 ECTS credits have to be
completed during the first academic year (including the re-examination period in August) in order for the
student to be promoted to the second year of the programme.

Recognition of previous academic studies

Under certain circumstances, and in agreement with the programme director, credits for previous studies
can be received according to the local policy of KTH, see http://intra.kth.se/regelverk/utbildning-forskning
/grundutbildning/prestationer/1.27200
Degree project

Students admitted to the programme are required to perform an individual study in the form of a thesis project corresponding to 30 ECTS credits. The main portion of the studies must generally be completed before the degree project work can be started. At least 60 ECTS credits must be completed where 30 ECTS credits with specialization in the second level within the main field of study. The purpose of the thesis project is that the student demonstrates the ability to perform independent project work, using the skills obtained from the courses in the programme. It is the student's responsibility to find a suitable thesis project, with assistance from KTH.

More information on the KTH policy on the degree project can be found at:

http://intra.kth.se/polopoly_fs/1.27212!riktilinjermalkriteriermaster.pdf

Degree

Degree of Master of Science (Two Years) - is obtained after completion of the Master (Two Years), Media Management study programme. The programme is designed so that students, when they graduate, have fulfilled national requirements for a degree and have completed courses comprising 120 ECTS credits, of which: • At least 90 ECTS credits are at second level, of which at least 60 ECTS credits (including a 30-ECTS credits degree project) with in-depth studies in the main field of study.

Students who fulfil all the requirements will be awarded a Degree of Master of Science (Two Years). Students must apply for the degree and also show proof of their basic degree (Bachelor or similar) and have paid the student union fee.

Degree name

Degree of Master of Science (Two Years)
Teknologiemasterexamen (Två år)

http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examina/1.27227?l=en_UK

Appendix 1 - Course list
Appendix 2 - Programme syllabus descriptions
Appendix 1: Course list

Master's Programme, Media Management, 120 credits (TMEMM), Programme syllabus for studies starting in autumn 2009

General courses

Year 1

Mandatory courses (15.0 Credits)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2553</td>
<td>Media Production</td>
<td>15.0 hp Second cycle</td>
</tr>
</tbody>
</table>

Recommended courses

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2500</td>
<td>Telepresence Production</td>
<td>7.5 hp Second cycle</td>
</tr>
<tr>
<td>DM2905</td>
<td>Individual Course in Media Technology</td>
<td>7.5 hp Second cycle</td>
</tr>
</tbody>
</table>

Supplementary information

These courses at Stockholm School of Economics (SSE) are also compulsory year 1:

- 621 Comsumer Marketing 7.5 higher education credits (autumn)
- 622 Business to Business Marketing 7.5 higher education credits (autumn)
- 5082 Media Management 15 higher education credits (spring)

Contact the programme coordinator for information about a list of recommended courses at SSE during the spring semester.

Please note that a recommended or elective course of at least 7.5 higher education credits must be chosen from each KTH and SSE, during year 1 or year 2.

Year 2

Mandatory courses (45.0 Credits)
## Study Programme for Master's Programme, Media Management, 120 credits batch autumn 09.

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<table>
<thead>
<tr>
<th>Course code</th>
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<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>AK2038</td>
<td>Theory and Methodology of Science with Applications (Social Science)</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM228X</td>
<td>Degree Project in Media Technology, Second Cycle</td>
<td>30.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2578</td>
<td>Social Media Technologies</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>

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<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2325</td>
<td>Applied Programming and Computer Science</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>EQ1210</td>
<td>Introduction to Signal Theory</td>
<td>4.5 hp</td>
<td>First cycle</td>
</tr>
<tr>
<td>IC1007</td>
<td>Human-computer Interaction: Principles and Design</td>
<td>7.5 hp</td>
<td>First cycle</td>
</tr>
<tr>
<td>IC2005</td>
<td>Methodology of Interaction Design</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2016</td>
<td>Project Management: Leadership and Control</td>
<td>6.0 hp</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2800</td>
<td>Ideation - Creating a Business Idea</td>
<td>7.5 hp</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>

### Supplementary information

Contact the programme administrator for information about a list of recommended courses at Stockholm School of Economics (SSE) during the autumn semester.

**Please note** that a recommended or elective course must be chosen at SSE or SSES, during year 1 or year 2.
Appendix 2: Specialisations

Master's Programme, Media Management, 120 credits (TMEMM), Programme syllabus for studies starting in autumn 2009

This programme has no specialisations.