



# Utbildningsplan

Masterprogram, media management

Master's Programme, Media Management, 120 credits

*120,0 högskolepoäng*

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*Gäller för antagna till utbildningen fr o m HT10.*

## Utbildningens mål

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 giving 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.

## Kunskap och förståelse

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.

## Färdigheter och förmågor

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 continue research education on 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.

## Värderingsförmåga och förhållningssätt

After completing the programme, 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.

In addition to this the similar objectives for master degree defined in the Higher Education Ordinance (Högskoleförordningen) are applicable.

## Utbildningens omfattning och innehåll

Media Management is a two-year (120 higher education credits) master programme on the advanced level (second cycle). The language of instruction is English.

## Behörighet och urval

### *General admission requirements*

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

### *Specific admission requirements*

The prerequisites for the Master's programme in Media Management is a Swedish or foreign degree equivalent to Bachelor's degree of 180 higher education credits in computer science, media technology, information technology, human-computer interaction, or similar program with an engineering or science profile, alternatively a Bachelor's degree in social science relevant to the scope of the programme.

Applicants must also provide proof of basic programming skills and good knowledge in English, equivalent to Eng B (Swedish school system).

### *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.

### *Further information*

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>

## Utbildningens genomförande

### Utbildningens upplägg

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 (53 higher education credits) and elective courses (7.5 higher education credits). The second year consists of compulsory courses (17.5 higher education credits), elective courses (12 higher education credits), and degree project (30 higher education credits).

### Kurser

Utbildningen sker i kursform. Kurslistor finns i [bilaga 1](#).

The programme allows for 19.5 higher education credits of higher education elective courses. The choice of elective courses must be accepted by the programme coordinator.

Students that have been admitted with a bachelor's degree in social science are required to take the course DD2325 Applied programming and computer science (7,5 higher education credits).

Some of the courses are given by the Stockholm School of Entrepreneurship, a collaboration between the Stockholm School of Economics, Karolinska Institute, Stockholm University, the University College of Arts, Crafts and Design, and KTH.

Courses are examined in many ways, for example by home assignments that are presented either using oral presentations or written reports, computer assignments, project work or traditional written exams.

After each course a student evaluation is performed and then analyzed by the teacher in the course analysis document, which is normally published on the web, see the KTH regulations of course analyses <http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/kursanalys>

## **Betygssystem**

För kurser på KTH används en sjugradig målrelaterad betygsskala A-F som slutbetyg för kurser på grundnivå och avancerad nivå. A-E är godkända betyg med A som högsta betyg. Betygen godkänd (P) och underkänd (F) används som slutbetyg då särskilda skäl föreligger.

## **Villkor för deltagande i utbildningen**

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 semester. At least 45 higher education 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.

## **Tillgodoräknanden**

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>

## **Utlandsstudier**

Under certain circumstances, and in agreement with the programme director, studies may be conducted at other universities in Sweden or outside Sweden. Credits can be received according to the local policy of KTH, see <http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/utbytesstudier/1.27222>

## **Examensarbete**

Students admitted to the program are required to perform an individual study in the form of a degree project corresponding to 30 higher education credits. At least 60 higher education credits must be completed before the start of the degree project, at least 30 of these should be second cycle courses within the specialization in the main field of study. It is the student's responsibility to find a suitable project task, with assistance from KTH.

More information about the rules for degree projects at KTH can be found at <http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examensarbete/1.27212>

## **Examen**

In order to graduate with a degree of Master one must pass every course that is included in the student's study plan. The programme must be designed such that the student, at the time of receiving the degree, fulfils the national Degree Ordinance and has completed courses corresponding to a total of 120 higher education credits, where:

- at least 90 higher education credits belong to the second cycle, of which 60 higher education credits are in the main field of study and 30 of those 60 higher education credits correspond to the degree project.

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).

The degree of Master of Science in Engineering (civilingenjör, in Swedish) can be obtained by students that have fulfilled the requirements for the corresponding KTH program in media technology. In this case, the management courses of the master program in media management are considered to form an individual specialization track within the master of science in engineering program in media technology.

See the local degree policy [http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examina/1.27227?l=en\\_UK](http://intra.kth.se/regelverk/utbildning-forskning/grundutbildning/examina/1.27227?l=en_UK)

***Degree name***

*Degree of Master of Science (Two Years)*

*Teknologie masterexamen (Två år)*

[Bilaga 1 - Kurslista](#)

[Bilaga 2 - Inriktningsbeskrivningar](#)



# Bilaga 1: Kurslista

Masterprogram, media management (TMMTM), Utbildningsplan för kull HT2010

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## Gemensamma kurser

### Årskurs 1

#### Obligatoriska kurser (53,0 hp)

Kurskod	Kursnamn	hp	Utb. nivå
DM2556	Interkulturell kommunikation	7,5	Avancerad nivå
DM2558	Mediemanagement	15,0	Avancerad nivå
DM2559	Medieproduktion	11,0	Avancerad nivå
DM2578	Social Media Technologies	7,5	Avancerad nivå
ME1000	Industrial Management	6,0	Grundnivå
ME2043	Leadership in Cross-Cultural Context	6,0	Avancerad nivå

#### Rekommenderade kurser

Kurskod	Kursnamn	hp	Utb. nivå
DM2905	Individuell kurs i medieteknik	7,5	Avancerad nivå
ME2809	Trendspotting & Future Thinking	7,5	Avancerad nivå

#### Kompletterande information

Årskurs 1 består av 53 hp obligatoriska kurser och 7,5 hp rekommenderade, eller valfria, kurser.

### Årskurs 2

#### Obligatoriska kurser (55,0 hp)

Kurskod	Kursnamn	hp	Utb. nivå
AK2038	Vetenskapsteori och vetenskaplig metodik med tillämpningar (sällsllsvetenskap)	7,5	Avancerad nivå
DM228X	Examensarbete inom medieteknik, avancerad nivå	30,0	Avancerad nivå
DM2571	Framtidens medier	10,0	Avancerad nivå
MJ2673	Forskningsmetodik och vetenskapsteori	7,5	Avancerad nivå

## Rekommenderade kurser

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Kurskod	Kursnamn	hp	Utb. nivå
DM2500	Närvaroproduktion på distans	7,5	Avancerad nivå
DM2905	Individuell kurs i medieteknik	7,5	Avancerad nivå
ME1023	Industriell marknadsföring	6,0	Grundnivå
ME2016	Project Management: Leadership and Control	6,0	Avancerad nivå
ME2026	Brand, Trends and Traditions	6,0	Avancerad nivå
ME2028	Behavioural Management Control	6,0	Avancerad nivå
ME2802	Execution - Running your own Company	7,5	Avancerad nivå
ME2804	Social Innovation and Entrepreneurship	7,5	Avancerad nivå
ME2805	Design and Innovation in Context	7,5	Avancerad nivå

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### Kompletterande information

Årskurs 2 består av 17,5 hp obligatoriska kurser (inklusive AK2038 *eller* MJ2673), 12 hp rekommenderade, eller valfria, kurser samt 30 hp examensarbete.



## Bilaga 2: Inriktningar

Masterprogram, media management (TMMTM), Utbildningsplan för kull HT2010

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Programmet har inga inriktningar.