Programme syllabus

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

Valid for students admitted to the education from autumn 10 (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 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.

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 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.

Ability to make judgements and adopt a standpoint

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.

Extent and content of the programme

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

Eligibility and selection

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

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 (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).

Courses

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

**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 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.

**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

**Studies abroad**

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

**Degree project**

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

**Degree**

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

**Degree name**

*Degree of Master of Science (Two Years)*
*Teknologe masterexamen (Två år)*

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

Master's Programme, Media Management, 120 credits (TMMTM), Programme syllabus for studies starting in autumn 2010

**General courses**

**Year 1**

**Mandatory courses (53.0 credits)**

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2556</td>
<td>Intercultural communication</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2558</td>
<td>Media Management</td>
<td>15.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2559</td>
<td>Media Production</td>
<td>11.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2578</td>
<td>Social Media Technologies</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME1000</td>
<td>Industrial Management</td>
<td>6.0</td>
<td>First cycle</td>
</tr>
<tr>
<td>ME2043</td>
<td>Leadership in Cross-Cultural Context</td>
<td>6.0</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>

**Recommended courses**

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2905</td>
<td>Individual Course in Media Technology</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2809</td>
<td>Trendspotting &amp; Future Thinking</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>

**Supplementary information**

Year 1 consists of 53 higher education credits mandatory courses and 7.5 higher education credits recommended, or elective, courses.

**Year 2**

**Mandatory courses (55.0 credits)**

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<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</td>
<td>Second cycle</td>
</tr>
<tr>
<td>Course code</td>
<td>Course name</td>
<td>Credits</td>
<td>Edu. level</td>
</tr>
<tr>
<td>-------------</td>
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</tr>
<tr>
<td>DM228X</td>
<td>Degree Project in Media Technology, Second Cycle</td>
<td>30.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2571</td>
<td>Future of Media</td>
<td>10.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>MJ2673</td>
<td>Research Methodology and Theory of Science</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>

**Recommended courses**

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course name</th>
<th>Credits</th>
<th>Edu. level</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM2500</td>
<td>Telepresence Production</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>DM2905</td>
<td>Individual Course in Media Technology</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME1023</td>
<td>Industrial Marketing</td>
<td>6.0</td>
<td>First cycle</td>
</tr>
<tr>
<td>ME2016</td>
<td>Project Management: Leadership and Control</td>
<td>6.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2026</td>
<td>Brand, Trends and Traditions</td>
<td>6.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2028</td>
<td>Behavioural Management Control</td>
<td>6.0</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2802</td>
<td>Execution - Running your own Company</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2804</td>
<td>Social Innovation and Entrepreneurship</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
<tr>
<td>ME2805</td>
<td>Design and Innovation in Context</td>
<td>7.5</td>
<td>Second cycle</td>
</tr>
</tbody>
</table>

**Supplementary information**
The second year consists of 17.5 higher education credits mandatory courses (including AK2038 or MJ2673), 12 higher education credits recommended, or elective, courses, and 30 higher education credits degree project.
Appendix 2: Specialisations

Master's Programme, Media Management, 120 credits (TMMTM), Programme syllabus for studies starting in autumn 2010

This programme has no specialisations.