



DM2558 Media Management

15.0 credits

Mediemanagement

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

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for DM2558 valid from Autumn 2010

Grading scale

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

Education cycle

Second cycle

Main field of study

Computer Science and Engineering

Specific prerequisites

The course is available only for students studying TMMTM or TMETM.

Language of instruction

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

Intended learning outcomes

The aim of the course is to provide the students with tools for observing, analyzing and understanding business models, value creation processes and driving forces in the media environment.

Having successfully completed the course, students should be able to:

- Define and articulate the meaning of central concepts and conceptual relations. They should also be able to relate concepts and theories to the broader context of media management and development of business activities, and relate these concepts and theories to the management and development of media business activities.
- Apply concepts and theories to solve problems relating to the main themes of the course.
- Employ the theoretical perspectives when analysing media markets in live cases in order to enable informed, managerial decisions, including selecting and advocating why a perspective is suitable for a particular analytical and managerial task.

Course contents

The course is divided in three modules:

Module 1: The introductory lectures provide an overview of strategy and strategy related models, theories and discussions. A written exam on the course literature concludes the module. The individual exam evaluates whether the student fulfills the intended learning outcome 1 (see above). The lectures give a foundation for module two and three.

Module 2: The second module consists of media cases, aiming to give practical use of the theories taught in module 1. These are group assignment cases, with presentations and class discussions. Guest lectures will be given correspondingly to each case. Four cases (group assignments) are included in the module, plus one individual case assignment. This case exam evaluates whether the student fulfills the intended learning outcome 2 (see above).

Module 3: The final module consists of a business project and associated guest lectures. The aim of the business project is to create a strategic business plan including recommendations for a company in the media industry. The work will be conducted in groups of 4-5 students, and companies will be appointed to every group. Group coaching will be given in this module. The assignment evaluates whether students fulfill the intended learning outcome 3 (see above).

Course literature

-Annet Aris & Jacques Bughin, *Managing Media Companies - Harnessing Creative Value*, 2009.

-Normann & Ramírez, *Designing Interactive Strategy*, 1998 (Additional reading).

In addition there will be a set of articles.

Examination

- INL1 - Assignment, 5.0 credits, grading scale: P, F
- INL2 - Assignment, 5.0 credits, grading scale: P, F
- TEN1 - Examination, 2.5 credits, grading scale: P, F
- TEN2 - Examination, 2.5 credits, grading scale: P, 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.

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.