



Course syllabus

Faculty of Arts and Humanities
Department of Media and Journalism

1MK706 Media Management, 7,5 högskolepoäng
Media Management, 7.5 credits

Main field of study
Media and Communication

Subject Group
Media and Communication Studies

Level of classification
First Level

Progression
G1F

Date of Ratification
Approved by Faculty of Arts and Humanities 2021-06-08
The course syllabus is valid from spring semester 2022

Prerequisites
General entry requirements and Civics 1b / 1a1 +1a2 or Civics A, English B (Field-specific entry requirements 6/A6). At least 22.5 credits within media and communication studies, or the equivalent.

Objectives

After completing the course, the student should be able to

- critically discuss the conditions of the media industry
- account for societal responsibility, ethics, and aspects of sustainability involved in starting a media business
- based on current statistics identify, formulate and solve challenges related to media management, using literature
- account for and discuss independently formulated ideas about solutions to current problems in the media trade
- formulate academic problems based on current theory within the research field of media management.

Content

In this course, the conditions and structures of the media industry are discussed in depth, in terms of financial, legal, ethical, technological and audience-related aspects. The research field of media management is introduced, along with central concepts, problem areas and theories. In the course, the student learns to use current media trade statistics to identify challenges at the level of management, as well as to communicate possible solutions to these challenges through oral presentations. When possible, the course includes an excursion to one of the major media businesses.

Type of Instruction

Teaching is delivered in the form of lectures, seminars, an excursion (when possible) and supervision.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to receive the grade of Pass, the student must achieve the objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluations are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Aris, A. & Bughin, J. (The latest edition). *Managing Media Companies: Harnessing Creative Value*. West Sussex: Wiley. 384 p.

Andervin, M. & Jansson, J. (The latest edition). *Att leda Digital Transformation*. Helsingborg: HOI förlag. 180 p.

Küng, L. (The latest edition). *Strategic Management in the Media: Theory to Practice*. London: Sage. 248 p.

MedieSverige. (The latest edition). NordicomSverige: Göteborgs universitet.

SOU: 2016:30, *Jakten på den försvunna affärsmodellen* (Jonas Olsson, Göteborgs universitet 211236)

Academic articles: ca 200 pages. Chosen in consultation with the teachers on the course.