



## Course syllabus

Faculty of Arts and Humanities  
Department of Media and Journalism

1MK716 Media Management, 7,5 högskolepoäng  
Media Management, 7.5 credits

### **Main field of study**

Media and Communication

### **Subject**

Media and Communication Studies

### **Level**

First cycle

### **Progression**

G1F

### **Date of Ratification**

Approved 2026-01-27.

The course syllabus is valid from autumn semester 2026.

### **Prerequisites**

1MK700 15 credits, 1MK711 7,5 credits or the equivalent.

## Objectives

After completing the course, the student should be able to:

- critically discuss social responsibility, ethics, and sustainability aspects in media entrepreneurship,
- identify, formulate, and solve challenges related to media management using current industry statistics and relevant literature,
- present and discuss independently formulated ideas for solutions to current problems in the media industry,
- formulate scientific research questions based on contemporary theoretical frameworks within the field of media management.

## Content

The course discusses the conditions and structures of the media industry with respect to economics, law, ethics, technology, and audiences. It also provides an overview of the research fields of Media Management and Media Entrepreneurship and its central concepts, questions, and theories. During the course, the student is trained to identify entrepreneurial challenges at the management level based on current industry statistics, and, on this basis, to communicate potential solutions to the identified issues in a creatively expressive manner.

## Type of Instruction

Teaching is delivered in the form of seminars, group work and lectures.

## 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.

Individual oral exam (U/G), 1 credit

Oral exam in group (U/G/VG), 2,5 credits

Individual written exam (U/G/VG), 4 credits

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

## Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

## Required Reading and Additional Study Material

Aris, A. & Bughin, J. (2012). *Managing Media Companies: Harnessing Creative Value*. West Sussex: Wiley. 384 pages. ISBN 9780470713952

Michelle Ferrier & Elizabeth Mays (ed.) (2017) *Media Innovation and Entrepreneurship* Rebus Community. ISBN 9781989014004

Küng, L. (2008). *Strategic Management in the Media: Theory to Practice*. London: Sage. 248 pages. ISBN:9781412903134

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