



APPLIES TO ACADEMIC YEAR 2011/2012

## JOU 3548 Economi and development in media

### Programme

#### Responsible for the course

Mona K Solvoll

#### Department

Department of Communication - Culture and Languages

#### Term

According to study plan

#### ECTS Credits

7,5

#### Language of instruction

Norwegian

### Introduction

### Learning outcome

### Prerequisites

#### Compulsory reading

##### Books:

Albarran, Alan B. 2010. The media economy. Routledge. 200 sider

Harrie, Eva, red. 2009. The Nordic media market 2009 : Denmark, Finland, Iceland, Norway, Sweden : media companies and business activities. 2nd ed. Nordicom. 200 sider. Kun elektronisk (gratis)

[http://www.nordicom.gu.se/eng.php?portal=publ&main=elektronisk\\_publ.php&me=14](http://www.nordicom.gu.se/eng.php?portal=publ&main=elektronisk_publ.php&me=14)

Institutet för Reklam och Mediestatistik. 2010. Norsk Mediestatistikk. IRM. 48 sider

Johnson, Gerry Kevan Scholes and Richard Whittington. 2009. Fundamentals of strategy. FT Prentice Hall. Kun kap. 1,2,3 og 5 som er pensum

Vaage, Odd Frank. Siste utg. Norsk mediebarometer. Statistisk Sentralbyrå. Finnes elektronisk (gratis) <http://www.ssb.no/emner/07/02/30/medie/>

Wilberg, Erik. 2010. Ledelse i motbakke : en aksjonsstudie av lederskap i aviser/mediehus gjennom finanskrisetider. Handelshøyskolen BI. 36 sider. Finnes elektronisk (gratis)

<http://www.erikwilberg.no/html/publikasjoner.html>

Wilberg, Erik. 2010. Mediapropect '2011 : analyse og tanker foran budsjettåret 2011.

Mediebedriftenes Landsforening. 110 sider

#### Recommended reading

#### Course outline

#### Computer-based tools

#### Learning process and workload

#### Use of hours

**Examination**

**Examination code(s)**

**Examination support materials**

**Re-sit examination**

**Additional information**