



APPLIES TO ACADEMIC YEAR 2012/2013

## **JOU 3548 Economi and development in media - RE-SIT EXAMINATION**

### **Programme**

Re-sit examination

### **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. 2012. Fundamentals of strategy. 2nd ed. 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**

Multiple choice test (1 hour) and a 72 hours take home exam

**Examination code(s)****Examination support materials****Re-sit examination****Additional information**