



APPLIES TO ACADEMIC YEAR 2012/2013

## JOU 3649 The New Media Market

### Programme

Bachelor in Media Management and Journalism (3. year)

### 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

This course builds upon JOU 3548 Media economy and media development. It gives a particular close look at marked development and product development as strategic directions for growth. The aim of the course is to help the students to understand and integrate with the new media market as journalists. The course will focus on changes in the consumer markets, the development of new platforms and media channels and business models for media companies.

### Learning outcome

#### Acquired knowledge

The students should have an in-depth knowledge about central models and theories within strategy analysis and choices that are important in the media industry. They should have a good understanding of market development and product development within the media market and be able to describe and explain trends within the media landscape.

#### Acquired skills

The students shall be able to do strategic analysis and evaluate strategic choices at different levels in the media organization.

#### Reflection

The students will develop and apply critical thinking skills to theories and models presented in the course. They shall understand the social, cultural and political roles of media companies.

#### Prerequisites

The students must have completed first and second year of the Bachelor's Program.

#### Compulsory reading

##### Books:

Johnson, Gerry, Kevan Scholes and Richard Whittington. 2012. Fundamentals of strategy. 2nd ed. FT Prentice Hall. Kapittel 4, 6,7, 8 og 9

##### Articles:

Aagaard, Sune, Lars Højholt og Jacob Bøtter. 2010. Mediemodeller 2010 : nye bæredygtige eksperimenter, initiativer og forretningsmodeller for journalistikk. Kontrabande & Wemind. <http://mediemodeller.dk/m2010.pdf>

##### Journals:

Asle Rolland. 2009. Markedsdrevet journalistikk. Nordicom- Information. 31, 1-2. 47-63

##### Other:

Solvoll, Mona. 2011. Kompendium i JOU 3649 Det Nye mediemarkedet. 300 sider. Lages til kurset ved studiestart

#### Recommended reading

### Course outline

Strategic purpose, strategic choice, business-level and corporate level strategy, international strategy and strategy methods and evaluation, underlining journalistic implications (changes in consumer markets, new platforms and media channels, the development of business models etc.)

### Computer-based tools

No specified computer-based tools are required.

### Learning process and workload

The course will be taught via BI Web School. . Your teacher will use It's Learning to publish technical material, assignments and digital learning resources, and students are given the opportunity to communicate with the teacher and fellow students. Intensive lectures will be offered at the beginning of the semester before graduation.

During the course a multiple choice test will be published on It's Learning. The test may be taken repeatedly during the testperiod .

Recommended workload in hours for online students:

| Activity   | Hours      |
|--|------------|
| Attending lectures   | 8          |
| Multiple choice exam                                       | 2          |
| Working with literature, its learning activities and tasks | 110        |
| Writing the term paper                                     | 80         |
| <b>Total recommended use of time</b>                       | <b>200</b> |

### Use of hours

8 hours - lectures

37 hours - online activities.

45 hours in total

### Examination

A Project paper concludes the course.

The project is handed out when semester starts and can be solved individually or in groups of up to three students. Hand in at the end of semester.

### Examination code(s)

JOU 36491 - Project paper, counts for 100 % to obtain final grade in JOU 3649 The new Media Market, 7.5 studiepoeng.

### Examination support materials

All support materials are allowed.

### Re-sit examination

This course will be lectured for the last time autumn 2012. Re-sit examination will be offered spring 2013 and autumn 2013.

### Additional information