The main objective of the Media Management programme is to provide students with the skills required for managing innovative media companies and for the competitive use of Information and Communication Technology (ICT) in management, preparing them for advanced industrial positions or continued graduate studies.

### Programme outline

Media Management programme focuses on the development and commercial operation of media products and services aimed at the consumer market. The programme consists of courses offering relevant knowledge regarding media technology and Information and Communication Technology (ICT), product development, production and distribution, intercultural communication, market understanding and enterprise management in the media industry and related fields.

The programme is organized around two main areas, one with technical courses on media production (video, print, web, interactive media), ICT and interaction design. The other area focuses on management, including courses given by the School of Industrial Engineering and Management (KTH) and Stockholm School of Economics, typically in the form of project work. The programme is highly international, with students and faculty coming from all over the world.

The programme is multidisciplinary, combining media technology, and computer science with cultural studies, economics, management and business development. It is aimed at students with a Bachelor degree wishing to acquire the knowledge and skills to manage and develop companies in the media industry or to manage ICT businesses more competitively. PhD studies in this field are also possible after this programme.

### Degree project

The final semester is devoted to the degree project, which is focused on using scientific methods to solve a problem within the scope of the programme. The project may originate from an industrial problem or be suggested by one of the research groups at the relevant departments. The results are presented in a thesis – the degree project – and in a formal thesis seminar.

### Career prospects

Former students within the field of Media Management are, to date, in considerable demand on the job market. Alumni have come to occupy a wide variety of positions within the media and marketing industries. Examples include publishing, television and interactive media firms and there are also a number of former students that have embarked upon a career within consulting, in companies such as Netlight and Accenture.

### Specific admission requirements

There are general as well as specific admission requirements. The general requirements are the same for all applicants while the specific requirements may differ between programmes. A Bachelor’s degree in Science or Engineering is required for most programmes at KTH. Please also see the relevant programme description(s) on [https://www.kth.se/en/studies/master/kth](https://www.kth.se/en/studies/master/kth). They will be updated by 1 December at the latest.

### Contact

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