MEDIA MANAGEMENT
OPERATIONS AND INNOVATION MANAGEMENT

2-YEAR MASTER OF SCIENCE IN TECHNOLOGY PROGRAMME
CAND.TECH.

AALBORG UNIVERSITY
COPENHAGEN
Study Operations and Innovation Management with specialisation in Media Management - and gain competencies in developing strategies for media firms, take on leadership jobs in media industries, execute media projects and much more!

The media world is currently undergoing exciting changes. New creative media technologies are popping up almost every day and media industries are changing at an unprecedented speed. Yesterday’s media firms specialised in one sector are disappearing fast and are being replaced with new media firms covering a broad range of different media. This means that film makers, game producers, journalists and technological programmers have to work together.
The days are gone when media firms could focus exclusively on their home markets. Now they have to become international or even global players. A gameplay might be launched in San Francisco one day, Paris and London the next and Shanghai the week after. The gameplay is made in the US or Denmark and Chinese or Indians work on the animations. Film productions have also become international. A film might bring together actors from the US and Hong Kong, be shot in Budapest and its post-production made in Canada and Australia.

**THE MEDIA INDUSTRY: AN ENGINE FOR WEALTH AND JOBS**

Across technological platforms, users, players and viewers from all over the world are standing in line to contribute to making the products more exciting. Game players make new paths for games and organise online communities and film viewers are building celebrity communities. Many parts of the media industries are witnessing skyrocketing growth rates, even in times of recession. Therefore, governments such as Denmark, United Kingdom and China have embraced the media industries and see them as one of the engines for creating wealth, culture, entertainment and jobs for the future.

But these overwhelming changes result in new and complicated management challenges for media firms and equally or possible even more complicated challenges for the governments and policy makers. Firms have to get the programmers to collaborate with the branding specialist and the lead creative units. They have to create shared understandings of problems, create products with culturally diverse teams and they have to coordinate across technological platforms. In short, they have to develop, manage and nurture global media firms.

Media Management is a two-year specialisation in Operations and Innovation Management focusing on making you one of the candidates who can work in a global media firm or public sector. You will also be a player in generating solutions to these challenges and in shaping the future media landscape. The challenges are many and demanding, but with a Master of Science in Technology with specialisation in Media Management it is possible to make a huge impact.
Operations and Innovation Management with specialisation in Media Management is a two year, full-time education. The teaching follows AAU’s teaching model based on the internationally recognised problem-based learning method. The core of the model is to get the students involved in solving real-life problems for real organisation in interdisciplinary teams. Therefore, the education - consisting of four semesters - is based on a combination of lectures, course work, workshops and semester projects in groups. In the first two semesters, half of the time is dedicated to lectures, workshops etc. while the other half is dedicated to group work in projects.

With a Master’s in Operations and Innovation Management with specialisation in Media Management, you will be able to:

- Manage media firms and projects within media firms and/or lead media projects within other industries
- Create cooperation between different professions
- Create common understanding of challenges
- Create products with cross-cultural teams
- Coordinate across technological platforms

1st semester: Media Management
The first semester consists of a project (15 ECTS) focusing on media management. The project topic is connected to designing business systems for media firms. Project themes could for example be outsourcing of game production to China or management of media clusters. In addition, the semester provides courses on media management, global business systems and value chains.

2nd semester: Innovation and technology management
The second semester consists of a project (15 ECTS) within the media management domain focusing on innovation and technology management in media firms. A theme for the project could be managing technological convergence in media conglomerates. In addition, the semester provides courses in the areas media management, strategy, organisation and innovation.

3rd semester: Individual specialisation
The third semester is open for a variety of alternatives. You can undertake an internship in a media organisation. Being an intern includes solving a real problem for the organisation and not just participating in the daily running of the organisation. Alternatively, you can write a scientific paper concerned with media management or take course work at another university or similar. In total, you should have activities amounting to 30 ECTS on the third semester.
4th semester: Master’s thesis

The fourth semester is dedicated to the Master’s thesis (30 ECTS) focusing on a topic within media management. The Master’s thesis is frequently developed in collaboration with a media organisation. You will work independently on solving a business-, production- or logistics-related problem. The study groups at this semester are small, and you also have the option of working alone. The work situation resembles work situations in the industry. The Master’s thesis may include innovation work, enhancement or research. The Master’s thesis may be a continuation of the project you did on your 3rd semester, or it can deal with a new theme.

Raymond Christian Ortiz
Student, Media Management

The Media Management programme is based on the problem based learning model where theory is used as departure to discuss real life challenges. I find this very rewarding in relation to translating theory into practice and being able to relate critically and without prejudice to new ways of managing an organisation.

A famous computer scientist once said that “the best way to predict the future is to invent it” - if you have a passion for media, technology, business development and innovation, and a desire to be part of the emerging media landscape, Media Management is the Master’s programme for you!
As a Master of Science in Technology in Operations and Innovation Management with specialisation in Media Management your future workplace can be any company or organisation that has to do with media and communication, NGOs and the public sector.
As a student at Aalborg University, you will work closely together with your fellow students by way of problem based project work. The Aalborg Model for Problem Based Learning (PBL) receives great interest both nationally and internationally, and UNESCO has placed its only Professorial Chair in PBL at Aalborg University.

Typically, you will be part of a group consisting of 4-5 students. Once you have formed a project group, you need to define a problem together that you want to examine. The problem forms the basis of your project, and you are to a great extent responsible for defining it yourselves within an often very broad theme frame. The group work ensures a great variety of approaches and perspectives, which results in a sound and thoroughly prepared project. Together, you are able to discuss the details thoroughly. At the same time, you are able to solve larger and more complex problems than if you were studying on an individual basis.

Each of you has the opportunity to shape the project because group work requires a contribution from everyone. If you have any academic questions, you may also discuss these with your friends in the group. The project work is completed with an exam. While working on your project, you will also need to do individual exams in your subjects. Together with lectures, literature and cooperation with the corporate sector, the project work will help you gain a deeper insight into the subject you are examining than if you had been working on your own.

With group work, you will quickly realise that you might have different opinions about how to solve a problem. Group work means that you have to compromise, and you will learn a lot about how to cooperate. Group work is very popular in the modern labour market so both you and your future workplace will benefit from the skills in cooperation you have acquired at Aalborg University.
STUDENT LIFE

STUDY IN COPENHAGEN

Aalborg University Copenhagen (AAU-Cph) is located near the centre of Copenhagen, just 15 minutes from the Central Station. At AAU-Cph, you will be part of a dynamic, international and inspiring research and study environment of more than 3,500 students, 600 researchers and several innovative companies.

NEW AND MODERN FACILITIES

The new campus is designed to facilitate and optimise project-based learning, networking and interaction. All students at AAU-Cph have access to well-designed study spaces and newly furnished lecture halls.

INNOVATION AND ENTREPRENEURSHIP

Innovation and entrepreneurship are integrated into all programmes at AAU-Cph with the purpose of stimulating and developing your innovative ideas. The new campus is home to several start-ups, and AAU Innovation is represented at AAU-Cph to support students with entrepreneurial aspirations.
ACCOMMODATION IN COPENHAGEN

The housing market in Copenhagen is challenging, so start your search early. AAU-Cph has a limited number of rooms in residence halls for international students.
PRACTICAL INFORMATION

APPLICATION AND REQUIREMENTS

Operations and Innovation Management with specialisation in Media Management is offered as a Master of Science in Technology programme for applicants with Bachelor-degrees in areas such as media studies, journalism, communication, informatics, public administration and business studies. Students with another Bachelor degree may be admitted upon a specific academic assessment, if the applicant is considered as having comparable educational prerequisites.

Please note that the programme will only admit a limited number of students.

The official minimum English language requirement for Danish students is B level.

The official English language requirements for international students applying to Aalborg University are:

- IELTS (academic test). Minimum score: 6.5
- TOEFL (paper-based): Minimum score: 560
- TOEFL (internet-based): Minimum score: 88
- Cambridge Certificate of Proficiency (CPE)
- Certificate in Advanced English (CAE)
- Cambridge First Certificate with the grade B

*The test has to be sent directly from the test center.
** Original or verified copy of original.

You do not have to submit an official English test if one of the following criteria applies to you:

- Have a major/minor in English, i.e. the English language is the field of study (studies in English linguistics or literature), and not only an elective course or medium of instruction.
- Have a complete bachelor’s or master’s degree done in English from either Australia, the UK, Ireland, Norway, Sweden, Finland, Iceland, USA, New Zealand, South Africa or Canada.
- Have a complete bachelor’s degree from a Danish University.
- Have a complete bachelor’s degree from a Danish academy of professional higher education.
- Have a complete bachelor’s degree from a Danish university college.
- Have completed ‘English level B’ in Denmark (minimum average grade 02).

For further information please refer to apply.aau.dk or optagelse.aau.dk
TUITION-FREE STUDIES

Students from EU/EEA countries are not required to pay a tuition fee. However, all students must pay all other costs related to studying in Denmark: for example costs related to books, living expenses and accommodation. With the exception of students from partner universities outside the EU/EEA, a student from a non-EU/EEA country will need to pay a tuition fee.

For further information about tuition please visit apply.aau.dk/how-to-apply-postgraduate/tuition-fee/

APPLICATION DEADLINE

Danish and international students: 1 April.
C O N T A C T  I N F O R M A T I O N

DANISH STUDENTS

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