

DMJX

Danish School of
Media and Journalism

STUDY GUIDE - Media Production and
Management

**INTERNATIONAL SEMESTER
SPRING 2024**



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International Semester

Media Production and Management

at the Danish School of Media and Journalism – Campus Copenhagen

Study Guide

www.dmjx.dk/international

Spring semester: January (week 5) - June (week 25)

Courses	ECTS
Digital Marketing	10 ECTS
Media Production	10 ECTS
Sustainability Leadership	10 ECTS
TOTAL	30 ECTS

LEVEL

Advanced undergraduate. Students must have a minimum of one year of studies in media, marketing or communication studies, and a high level of English. 4th semester media production and management students at the Danish School of Media and Journalism will be participating in the courses.

ADMISSION

We offer about 20 places for international students from partner institutions of the Danish School of Media and Journalism.

HOW TO APPLY

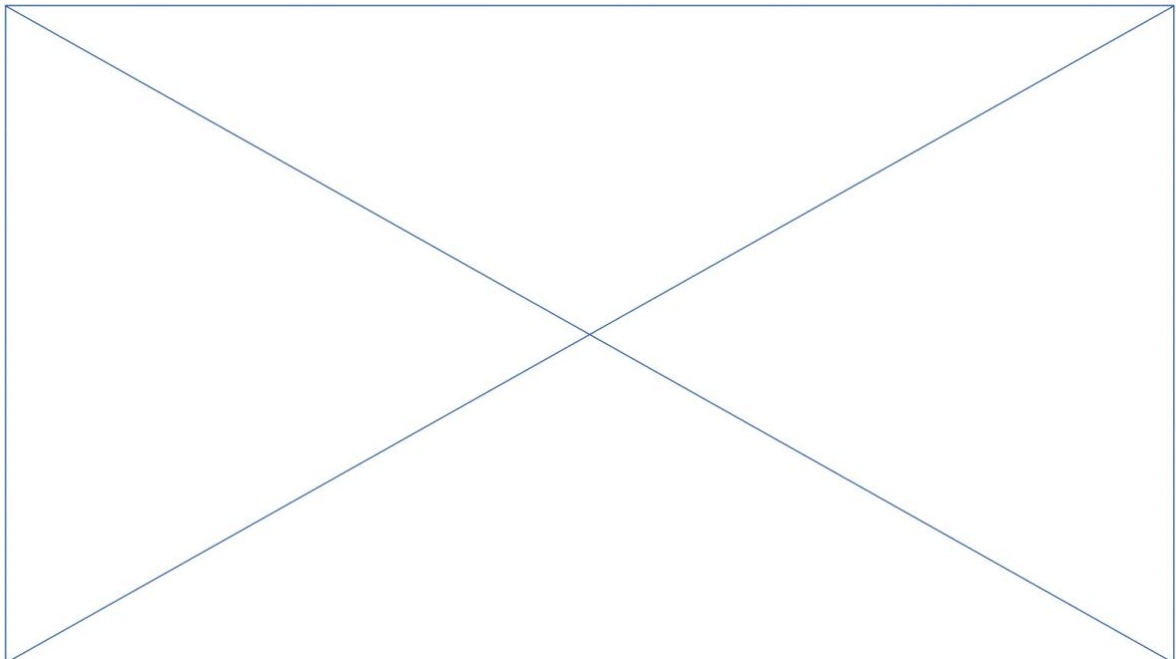
Visit dmjx.dk/international for the application form.

DEADLINE FOR APPLICATION

October 1st

FOR FURTHER INFORMATION

Visit dmjx.dk/international for student handbook, international partners, and study culture.



DIGITAL MARKETING

In this course you will learn about the fundamentals of digital marketing, including digital strategy and digital planning processes.

This includes:

- Social media marketing
- Influencer marketing
- Search engine marketing
- Display and affiliate marketing
- Digital messaging
- Content production for marketing

You will work in groups consisting of both international and Danish students. For the exam project, each group can choose between different electives.



The course will cover a seven-week period from January 29th to March 15th, with a one-week winter break.

SUSTAINABILITY LEADERSHIP



All companies and organizations must decide how they can make a green transition, produce as sustainably as possible and comply with external requirements and expectations. Companies will have to submit ESG account-statements (Environment, Social and Governance), at least to their customers, who want to justify their own actions.

Organizations will have to implement sustainability strategies that contains specific and binding targets for the organization.

All this requires **Sustainability Leadership**.

In this course you will learn about sustainability leadership and how it applies to different media sectors. You will work in groups with students from all over the world – including Danish students – and learn about cross-cultural business behavior.

For the exam project, each group can choose between different electives.

Examples of student projects from prior courses:

- Sustainability in Netflix productions
- Sustainable Web Production at IKEA
- Sustainable Event Management at the largest festival in Northern Europe (Roskilde Festival)

The course will cover a seven-week period from March 18th to May 3rd, with a one-week easter break.

MEDIA PRODUCTION

In this course you will gain a deeper understanding of a specific media production. The course is based on electives, where you choose a specific track.

All tracks include a hands-on production period.

Project examples:

Every year, the course ends with a final assignment. Here's three examples of projects from the podcast track, where students create a podcast concept with an accompanying business model from scratch.

Example 1: True Crime

"The Burning Square" is an investigative true crime documentary that aims to unravel a controversial continuation school game. In the first episode, we follow a former participant who, together with a journalist and friend, hunts for understanding and answers to what happened and why.



Example 2: The Intimate Story of Egg Donation

"Eggsistentism" is a hybrid podcast (partly conversational podcast, partly storytelling podcast) about egg donation. Two hosts, Margaret and Ann Sofia, initially discuss egg donations based on a third person's real story. Eventually, it becomes Margaret's story, concluding with her wanting to donate her eggs.

Example 3: Real-Life Stories from the Creative Industries

The podcast "Beyond 9 to 5" is a storytelling podcast that tells the stories of young individuals working in the creative industry. In the first episode, we hear the story of SASO, a Danish singer-songwriter.



The course will cover a seven-week period from May 6th to June 19th.