

**The Danish School of Media and Journalism**  
**MPL – Media Production and Management**  
**Course description**  
**Spring semester 2015**

**Course: Mobile Media**

**ECTS:** 5 (3 weeks)

**Aims:**

The rapid rise of smartphones has consequences for all traditional media, both print and traditional digital media. What role can mobile play in the media mix? In this course we will investigate mobile technology and mobile marketing tools, and how they can be integrated with traditional media in the media mix. The course is focused on the role of the project manager, and helping the client achieve the optimal result from their marketing spending.

**Outline:**

- Business models in mobile
- User Experience. Mobile websites, responsive design, hybrid or native apps?
- The mobile landscape: Basics of mobile technology, Operating systems and ecosystems, International mobile usage trends, Market players: Telcos, ad networks, app developers, agencies
- Mobile marketing campaigns
- Emerging Topics: Recent trends and emerging technology

**Learning outcomes:**

Students are expected to achieve knowledge about:

- Mobile technology and mobile market trends

Students are expected to achieve understanding of:

- When mobile media are the best platform to achieve the customer's communication goals

Students are expected to achieve the following skills:

- Pitching
- Thinking critically about business models

**Literature**

Books:

- Jeanne Hopkins and Jamie Turner: Go Mobile. Wiley 2012. ISBN 978-1-118-16778-6. (Available as hardcover and e-book.)
- Luke Wroblewski: Mobile First. A Book Apart 2011. ISBN 978-1-937557-02-7. (Available as paperback and e-book.)

E-learning courses:

- Brian Thurston Bralczyk: Foundations of UX: Multidevice Design (Lynda.com)
- Michael Becker: Mobile Marketing Foundations (Lynda.com)

### Attendance

Students are expected to attend all classes. Participation in the project assignments is mandatory.

### Grading

The course is graded passed/not-passed, based on the individual performance in the final project assignment.

### Study activity:

