

## College of Management, Information, Technology

### *Course Descriptions Bachelor Media Management and Journalism*

#### *Year 1*

##### *Journalistische Grundlagen 1 und 2* ***Foundations of Journalism 1 and 2***

The courses introduce the foundations and quality criteria of journalistic work (research, production, etc.) and apply them in a variety of settings. Students gain experience through different exercises covering a broad range of journalistic work and context.

##### *Grundlagen der Ökonomie* ***Fundamentals of Economics and Business Management***

The course introduces the principles of economics and provides a foundation for the more advanced courses in economics. Students become familiar with the market economy and the market mechanism. They learn about the economic decision making process, goal setting and the application of basic management principles in all functional areas of companies.

##### *Rechnungswesen und Controlling* ***Management Accounting and Controlling***

The first part on financial accounting deals with the technique of accounting, current postings and the closing of the accounts (balancing). After the basics, the second part on management accounting covers the three subsystems of cost accounting, namely cost element, cost center and cost unit accounting. The basics of controlling and selected controlling instruments, such as direct costing, make up the third part.

### *Gestaltung; Grundlagen|Technik*

#### ***Graphic Design: Fundamentals/Methods (Gestaltung; Grundlagen|Technik)***

The course covers the foundations of design techniques, such as abstraction and formal-aesthetic principles. Practical training in small projects takes up an extensive part of the course. Basic concepts of creative processes, such as methods of digital input, processing and output are introduced.

### *Typografie/Layout*

#### ***Typography and Layout (Typografie/Layout)***

The course introduces the foundations of typography and layout. Students analyze the appearance of professional print products, such as campaigns and book covers. With the help of analog and digital tools, students independently create their own print products.

### *Wissenschaftliches Arbeiten 1*

#### ***An Introduction to Scientific and Academic Work***

This course is designed to develop skills in academic research, critical reading and writing. It covers the critical reading of assigned texts and an introduction to expository writing, including description, analysis, persuasion and other strategies of academic discourse.

### *Mathematik*

#### ***Mathematics***

The students learn to understand the relevance of mathematics in society and to reproduce and use mathematical basics of statistics, computer science and business relating to the media sector.

### *Einführung in die Informatik*

#### ***Introduction to Informatics***

This course provides students with knowledge of the basic terms, principles, and processes of computers and computer programs. The course comprises fundamentals of programming such as coding schemes, Boolean algebra, variables, basic computing algorithms, and programming flow charts. Computers, their components, and their structure (e.g. the von-Neumann-architecture) are also discussed. The course furthermore addresses the importance of computing for the media.

### *Medientechnik*

#### ***Media Technics***

### *Psychologie*

#### ***Psychology***

The course introduces students to various aspects of psychology and covers the basics of psychology – such as perception, memory or learning theories – as well as several aspects of media psychology, such as reception theories, media and violence or influence of advertisements.

### *Soziologie*

#### ***Sociology***

The course introduces foundations of sociological theories of media and society. Students learn about the social structure of Germany and its development. International comparisons

of social systems allow for more advanced assessments of differences in social structures.

### *English for the Media*

#### ***English for the Media***

The course helps students to develop and improve spoken and written English skills needed for typical business situations in the global market (soft skills and social English, presentations, e-mail correspondence, meetings and negotiations). It focuses furthermore on topics specific to the media branch, such as newspapers and magazines, new/old media, advertising and marketing.

### **Year 2**

#### *Medien und Kommunikation 1*

##### ***Media and Communications 1***

The course covers diverse general aspects of media, for example, theories and models of communication, media history and structure as well as the development of media and media usage.

#### *Journalismuswerkstatt*

##### ***Journalism Lab***

Students deepen their understanding of journalistic competences in a specific medium (e.g. print, broadcast, online) and practice their journalistic skills in a variety of exercises and small projects.

#### *Medienwirtschaft und Marketing*

##### ***Media Economics and Marketing***

This course analyzes value-added processes in the media from a business perspective and offers an introduction into basic terms and concepts of the media industry and media marketing as well as into peculiarities of the media industry and its products and services. The value creation processes in media companies are considered and the elements of the marketing mix in regard to the media industry are introduced. In addition, the media industry with its sub-sectors (print, music, film, radio, television, games, internet/mobile) and the associated market developments are introduced. Prior knowledge of basic economic principles is expected as well as sufficient English skills. The assessment consists of a presentation as well as an accompanying written paper.

#### *Visuelle Kommunikation 1*

##### ***Visual Communication 1 and Project Management 1***

The course covers principles of pictorial design and imagery by introducing students to a variety of photographic possibilities. The core of the course lies in creating individual projects. Students get to know the basics of photo technology, image editing and manipulation, as well as aesthetic options of photography. Image serials and image-text-combinations extend their repertoire of expressions. Questions of aesthetics, ethics and content are analyzed.

As part of the course, students monitor their projects with basic project management tools.

### *Internettechnologie 1* **Internet-technology 1**

The course introduces the students to the Internet and its services, applications and tools. Students acquire basic knowledge on markup-languages like HTML, CSS, and JavaScript. In group projects, students apply their knowledge and create and implement their own websites with HTML.

### *Statistik* **Statistics**

Students in this course develop knowledge of basic descriptive statistics. They acquire skills in establishing and evaluating univariate frequency distributions, in applying selected parameters for summarizing data, including two-dimensional data, and in dealing with statistical programs. They also develop basic graphic design skills.

### *Praxissemester* **Internship**

Students spend 20 weeks with a media organization or a media-related department of other companies or organizations. In a written report, they reflect their newly acquired skills, also in relation to scientific methods and models relating to their subject area.

## **Year 3**

### *Schwerpunkt 1* **Specialisation 1**

Students choose a specialisation course either in media management or in journalism. They enhance, reflect and apply their skills in this field on the basis of academic studies. The specialisation in the field of media management includes marketing topics. The specialisation in the field of journalism addresses current topics in journalism.

### *Medien und Kommunikation 2* **Media and Communications 2**

The course focuses on empirical research and gives students an overview of methodological aspects as well as concrete empirical experiences with their own small research projects.

### *PR und Unternehmenskommunikation* **Public Relations and Corporate Communications**

The course provides basic knowledge of PR and corporate communications. This includes the instruments of PR in the mediating role between partial publics, companies, organizations and institutions of society. Scientific theories as well as practitioner theories are evaluated with regard to their applicability in contexts of internal and external organizational communication, public relations and market communication. Furthermore, theoretical considerations are classified, which locate PR in the field of tension between communication and economic sciences as well as sociology.

### *Organisation und Führung* **Organization and Leadership**

This course examines and critically assesses a number of key concepts and issues associated with structure, behavior, culture and leadership in organizations. It addresses specific organizational behavior models, approaches and methodologies and provides frameworks and tools for introducing and sustaining organizational effectiveness. It focuses on aspects of personal and group behavior and on issues of leadership, power, motivation, organizational change, structural change and corporate culture.

### *Investition und Finanzierung* **Investment and Corporate Finance**

The course teaches the most important static and dynamic methods of investment calculation (including cost and profit comparison, profitability calculation, net present value method, annuity method, amortisation period calculation, internal rate of return). The part "Financing" covers financial planning, the determination of the optimal financial volume (especially leverage effect and capital budget) as well as the different possibilities of external and internal financing.

### *Visuelle Kommunikation 2* **Visual Communication 2**

The course deepens the skills acquired in Visual Communications 1. Students are introduced to advanced graphic design techniques to create, edit, and archive images and vector-based graphics. The course covers design and production methods, such as publication layout and computer generated prepress files. A variety of exercises enhances the students' understanding of digital concepts, design and production as well as their visual and ethical competences.

### *Internettechnologie 2* **Internet Technology 2**

The course covers internet architectures in terms of data communication. Students learn to understand and assess applications and their technological interdependencies.

### *User Centered Design* **User Centered Design**

The course combines the content of both design and computer science. Concepts of assessment, development and execution of multimedia products are introduced. Students use design and coding to develop a multimedia product with regard to supporting business processes and optimizing user interaction.

### *Projektmanagement* **Project Management**

In Project Management 2 and 3 students broaden their knowledge of project management skills and tools, especially concerning stakeholder and risk management as well as team building, communication and controlling. Project Management tools are applied to Media Projects 1 and 2.

### *Medienprojekt 1 und 2*

#### **Media Project 1 and 2**

Students work in teams to plan, develop and control solutions for real-life problems in journalism, communications, graphical design or media management or in innovative experimental projects. They apply their knowledge of media economics and management, journalism, communication science, design and/or technical knowledge in interdisciplinary projects. Media Project 1 and 2 are always combined with Project Management 2 and 3.

### *Seminar Medienforschung*

#### **Media Research Seminar**

The seminar applies media research in various fields, such as media management, journalism and communication, with a special focus on empirical studies. Topics vary each semester, giving students the choice to select a topic of their own interest. Students should have basic knowledge in the fields of media and communication as well as in empirical methods.

Example Topics:

- Media Reception Studies
- Augmented Reality
- Crowd Sourcing
- Press Freedom
- International Media Management
- Media Finance

### *Recht*

#### **Commercial Law**

This course develops a general understanding of German Commercial Law. Business law, trade rights, compensation for damages, special issues regarding data protection, media, and patents are part of this course.

### *Final Semester (Year 4)*

#### *Strategisches Medienmanagement*

##### **Strategic Media Management**

The course introduces students to theoretical concepts and frameworks to analyze the external and internal environment of a company, and to guide the formulation and implementation of different types of strategies. Students apply the methods in a variety of case studies involving media companies. Students should have basic knowledge of media management and media marketing before joining this advanced course.

### *Medienrecht*

#### **Media Law**

The students are introduced to the regulatory framework of media businesses. The main focus lies on the legal work environment relevant for journalists, public relations communicators, and media managers. Furthermore, legal systems of different countries are compared regarding their impact on media businesses.

### *Schwerpunkt 2*

#### **Specialisation 2**

## **Bachelor Media Management and Journalism**

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Students choose a second specialisation course either in media management or in journalism. Students may continue their previous specialisation or choose another one. The courses further deepen and reflect current issues in media management or journalism respectively.

### *Bachelorarbeit*

#### ***Bachelor thesis***

12 weeks independent study, concluding with a thesis and its defense.