

**Module Description (Abstract)**

Further details on the objectives and content of the modules are outlined in the programme manual for media management and journalism.

<b>Courses taught in English</b>	<b>ECTS</b>
<b>Introduction to Media Management</b> The course analyzes value-added processes in the media from a business perspective. For this purpose, it introduces the basic terminology and concepts in the media as well as characteristics of the media and their products and services. Prior knowledge of basic economic principles is expected.	3
<b>Strategic Media Management</b> The course introduces students to methods of strategic management applying them in a variety of case studies involving media companies. Students should have basic knowledge of media management and media markets.	5
<b>Intercultural Communication and Management</b> This courses aims at raising the awareness of cultural differences and their relevance in business co-operations. Besides introducing the theoretical background it uses practical examples, case studies and role-play to give students a firsthand experience of possible applications.	4
<b>Media Research Seminar</b> The seminar applies media research in various media management, journalism and communication fields. Topics vary each semester giving students a choice to select a topic of their own interest. Students should have basic knowledge in the fields of media and communication.	5
<b>Media Project</b> Students work in teams to plan, develop and control solutions for (near-) real-life problems in journalism, communication, graphical design or media management. They apply their knowledge of media economics, journalism, communication science, design and/or technical knowledge in the interdisciplinary projects. Topics vary each semester giving students a choice to select a topic of their own interest.	6
<b>Independent Study in Current Media/Journalism/Communication or Graphical Design Topics</b> The independent study is an individual course work on a selected topic where a student applies his/her previous knowledge in the media management, journalism, communication or graphical design. Topics vary each semester giving students a choice to select a topic of their own interest. The credits depend on the scope of the task.	2 to 6
<b>Multimedia</b> Integration of various digital media and development of appropriate concepts. Learning and implementation of methods and techniques for optimizing the user's interaction with the product.	6
<b>Descriptive Statistics</b> Students in this course acquire skills for dealing with statistical programs, in the mining of data sources as well as in the creation and assessment of statistical graphics.	4
<b>Business English</b> The course helps students to develop and improve spoken and written communication skills in international business, focusing on the media (soft skills and communication, presentation skills, writing business letters and e-mail, acting and wording in meetings, exchanging information).	4

<b>German / German intermediate</b> The course improves students' German language proficiency (soft skills and communication, necessary knowledge in vocabulary and grammar).	4
<b>Business Spanish A, B and C</b> <b>Business French A, B and C</b> The course helps students to develop and improve spoken and written communication skills in international business (soft skills and communication, presentation skills, writing business letters and e-mail, acting and wording in meetings, exchanging information).	4 (each)