

# Module directory

## Master's degree programme Intermedia & Marketing Flensburg University of Applied Sciences

### Study and Examination Regulations 2016

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The abbreviations used are the same as in the Study and Examination Regulations:

<i>hpw</i>	Hours per week (hours per week in class during the lecture period)
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<i>CP</i>	Credit Points
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<i>EX</i>	Examination
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<i>CW</i>	Coursework
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<i>OA</i>	Other form of assessment
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<i>TP</i>	Term paper
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<i>Pres</i>	Presentation
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<i>WR</i>	Written report
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<i>WE (n)</i>	Written exam (n hours)
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## Compulsory modules

<b>Module name:</b>	<b>Advertising film - Conception</b>
<b>Semester:</b>	1st semester
<b>Contact:</b>	Prof. Jim Lacy
<b>Lecturer:</b>	Prof. Jim Lacy
<b>Language of instruction:</b>	German
<b>Reusability:</b>	Master's degree programme Intermedia & Marketing
<b>Teaching method/hpw:</b>	Workshop, 4 hpw
<b>Workload:</b>	Hours in class: 60 h, revision (outside class): 180 h, total workload: 240 h
<b>Credit Points:</b>	8 CP
<b>Intended learning outcome and qualifications:</b>	You are able to express yourself in moving pictures. You are aware of the specifics of both storytelling and conception for short advertising films. You can apply your knowledge and skills for a commercial idea and you have developed an awareness for customer needs and how to respond to them.
<b>Contents:</b>	<p>The topics of this module are:</p> <ul style="list-style-type: none"> <li>• Dramatic composition and storytelling,</li> <li>• problem analysis,</li> <li>• presentation strategies,</li> <li>• conception, reflection,</li> <li>• developing moving picture campaigns.</li> </ul> <p>Work in small groups, self-organised project management</p>
<b>Form of assessment:</b>	Ex/OA (HW, Pres)
<b>Recommended reading:</b>	<p>C. Löttgers, G. Hack, D. Pflaum. Werbung – Grundlagen, Planung, Umsetzung. MI-Wirtschaftsbuch (1993)</p> <p>D. Ogilvy. Confessions of an Advertising Man (Geständnisse eines Werbemannes), Athenum (1963)</p> <p>Werbung zwischen Wirtschaft und Kunst, in: S. J. Schmidt. B. Spieß (eds.): Werbung, Medien und Kultur. Opladen (1995)</p> <p>J. Robinson. Empirical Evidence of TV Advertising Effectiveness. In: Journal of Advertising Research, Vol. 49, Issue 2 (2009)</p>

<b>Module name:</b>	<b>Brand Design</b>
<i>Semester:</i>	1st semester
<i>Contact:</i>	Prof. Angela Clemens
<i>Lecturer:</i>	Prof. Angela Clemens
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Workshop, 4 hpw
<i>Workload:</i>	Hours in class: 60 hours, revision (outside class): 180 h, total workload: 240 h
<i>Credit Points:</i>	8 CP
<i>Intended learning outcome and qualifications:</i>	You are able to identify fundamental characteristics of a company and to design cross-media visualisations accordingly. To do so, you use the principles of multi-disciplinary visual systems and make use of the appropriate design elements.
<i>Contents:</i>	<p>Communication strategies are examined with the help of design experiments. These strategies create new paths for industry and society.</p> <p>The topics of this module are:</p> <ul style="list-style-type: none"> <li>• Logo development and design,</li> <li>• methods of design theory,</li> <li>• problem analysis,</li> <li>• conception, reflection,</li> <li>• multi-disciplinary design concepts,</li> <li>• development of a (corporate) design,</li> <li>• implementation and validation.</li> </ul> <p>Work in small groups, self-organised project management Oral progress report and final presentation</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>A. Wheeler: Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley &amp; Sons (2012)</p> <p>M. Spies: Branded Interactions: Lebendige Markenerlebnisse für eine neue Zeit. Herrmann Schmidt (2014)</p>

<b>Module name:</b>	<b>Marketing</b>
<i>Semester:</i>	1st semester
<i>Contact:</i>	Prof. Dr. Werner Schurawitzki
<i>Lecturer:</i>	Prof. Dr. Werner Schurawitzki
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Lecture/tutorial, 3 hpw
<i>Workload:</i>	Hours in class: 45 h, revision (outside class): 135 h, total workload: 180 h
<i>Credit Points:</i>	6 CP
<i>Intended learning outcome and qualifications:</i>	You have a basic understanding of the relevance of marketing and can put it into a commercial context. In particular, you can analyse customer needs in order to create a target group-oriented offer. You know different marketing approaches, especially those relevant to digital media, and you can apply this knowledge in practice.
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"> <li>• Market research, customer, competition and business analysis,</li> <li>• market segmentation,</li> <li>• creating a marketing mix,</li> <li>• consequences of diversification,</li> <li>• changed brand positions,</li> <li>• changes with consumers and industry clients,</li> <li>• communication objectives and strategies,</li> <li>• communication measures,</li> <li>• media planning,</li> <li>• success monitoring for advertising.</li> </ul> <p>Work in small groups, self-organised project management Oral presentation of the milestones</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>C. Homburg, H. Krohmer: Marketingmanagement. 5th edition, Gabler (2015)</p> <p>P. Kotler, G. Armstrong, V. Wong, J. Saunders: Grundlagen des Marketing. 5th edition, Pearson Studium (2010)</p> <p>K. Backhaus, H. Schneider: Strategisches Marketing. 2nd edition, Schäffer Poeschel (2009)</p>

**Module name:** Social Media Marketing

<i>Semester:</i>	1st semester
<i>Contact:</i>	Prof. Jim Lacy
<i>Lecturer:</i>	Andreas Schultz
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Workshop, 3 hpw
<i>Workload:</i>	Hours in class: 45 h, revision (outside class): 135 h, total workload: 180 h
<i>Credit Points:</i>	6 CP
<i>Intended learning outcome and qualifications:</i>	You know both the opportunities and the risks that come with presenting a business on social networks such as Facebook, Twitter and Instagram, from the strategic planning to the actual implementation. You discuss different approaches to integrate social networks into the marketing mix in a sensible manner, also taking the specifics of different industry sectors into account. You expand on your basic knowledge on the use of social networks as communication platforms: from direct contact with the users to creating activities enforcing customer loyalty and word of mouth recommendations. While doing so, you never lose sight of the universal aspects of a consistent brand management.
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"><li>• Social media strategy,</li><li>• content strategy, social media as part of the marketing mix,</li><li>• presentation strategies in social media,</li><li>• customer communication and loyalty,</li><li>• approaches for success monitoring,</li><li>• aspects of communication policy in regards to social media.</li></ul> <p>Work in small groups, self-organised project management, joint presentation of a group project</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>Bruhn, M., Esch, F.-R., Langner, T. (eds.): Handbuch Kommunikation Grundlagen - Innovative Ansätze – Praktische Umsetzungen, 1st edition 2009, Gabler, Wiesbaden 2009</p> <p>Weinberg, T.: Social Media Marketing. Strategien für Twitter, Facebook &amp; Co. Heidelberg, 4th edition 2014</p> <p>Lammenett, E.: Praxiswissen Online-Marketing, Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social-Media, Facebook-Werbung, 6th edition, Springer Gabler</p>

**Module name:** Advertising Psychology

<i>Semester:</i>	1st semester
<i>Contact:</i>	Prof. Dr. Werner Schurawitzki
<i>Lecturer:</i>	Prof. Dr. Werner Schurawitzki
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Workshop, 2 hpw
<i>Workload:</i>	Hours in class: 30 h, revision (outside class): 30 h, total workload: 60 h
<i>Credit Points:</i>	2 CP
<i>Intended learning outcome and qualifications:</i>	<p>You are familiar with the basics of psychology and with two terms that play an important role in advertising psychology: cognition and emotion. You can apply your knowledge on the evaluation of customer behaviour, the development of preferences and decision-making processes, which enables you to develop a comprehensive understanding of a target group.</p> <p>You can use the insights you gained and the techniques you learned to assess the relationship between users and (paying) customers on your own and to develop and implement marketing strategies accordingly.</p>
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"><li>• Psychology basics,</li><li>• basic terms of advertising psychology,</li><li>• customer behaviour,</li><li>• target groups,</li><li>• marketing strategies.</li></ul> <p>Work in small groups, self-organised project management</p>
<i>Form of assessment:</i>	Ex/OA (Pres, WR)
<i>Recommended reading:</i>	<p>G. Felser: Werbe- und Konsumentenpsychologie. 3rd edition., Spektrum (2007)</p> <p>A. Mattenklott: Emotionale Werbung. In: K. Moser (ed.), Wirtschaftspsychologie, 85-106, Springer (2007)</p> <p>P. Neumann: Handbuch der Markt- und Werbepsychologie. Huber (2013)</p>

**Module name:****Advertising Film – Production**

<i>Semester:</i>	2nd semester
<i>Contact:</i>	Prof. Jim Lacy
<i>Lecturer:</i>	Prof. Jim Lacy
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Workshop, 4 hpw
<i>Workload:</i>	Hours in class: 60 h, revision (outside class): 180 h, total workload: 240 h
<i>Credit Points:</i>	8 CP
<i>Intended learning outcome and qualifications:</i>	You are able to prepare and carry out the individual steps required for the production of moving pictures. You are familiar with organisational, legal and creative basics of the production of different film genres. This includes contract management, calculation of costs and controlling, realising contracts with the crew and actors, organising production and post-production and the project follow-up.
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"><li>• Planning the shoot,</li><li>• calculation of costs,</li><li>• contract management,</li><li>• contracts with the crew and actors,</li><li>• post production,</li><li>• realisation of the shoot.</li></ul> <p>Work in small groups, self-organised project management</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>A. P. Adamson, M. Sorrell. BrandSimple: How the best Brands keep it Simple and Succeed. St. Martin's Griffin (2007)</p> <p>E. Wendling. Filmproduktion. Eine Einführung in die Produktionsleitung. UVK Verlagsgesellschaft (2008)</p> <p>B. Clevé, C. Schmidt-Matthiesen. Produktionsmanagement für Film und Fernsehen. UVK Verlagsgesellschaft (2010)</p>

**Module name:****Information Visualisation**

<i>Semester:</i>	2nd semester
<i>Contact:</i>	Ute Storm
<i>Lecturer:</i>	Ute Storm
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Lecture / tutorial, 4 hpw
<i>Workload:</i>	Hours in class: 60 h, revision (outside class): 180 h, total workload: 240 h
<i>Credit Points:</i>	8 CP
<i>Intended learning outcome and qualifications:</i>	<p>You have the following skills and knowledge relevant to the process of information visualisation:</p> <ul style="list-style-type: none"><li>- in assessment and problem solving:<ul style="list-style-type: none"><li>• knowledge on methods for the interpretation of data,</li><li>• knowledge on societal parameters of data acquisition and use,</li><li>• knowledge on different types of information visualisation;</li></ul></li><li>- in transfer:<ul style="list-style-type: none"><li>• target-oriented identification, analysis and interpretation of empirical data,</li><li>• drafting your own information visualisation project,</li><li>• transferring general knowledge to a specific project of your own;</li></ul></li><li>- in reorganisation:<ul style="list-style-type: none"><li>• conceiving a core message or question,</li><li>• developing a hierarchy or sequence of data based on their relevance and content;</li></ul></li><li>- in reproduction:<ul style="list-style-type: none"><li>• formally appropriate visualisation of this data, exploiting how media is used.</li></ul></li></ul>
<i>Contents:</i>	<p>The preparation and provision of complex information in an appropriate, condensed, functional and possibly even animated graphic manner is the core of this module. Relevant legal aspects, norms and standards will be taken into account. This applies to didactical, editorial and advertorial contexts aiming to achieve different goals for different target groups.</p> <p>Work in small groups, self-organised project management, oral presentation of the milestones</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>M. Lima: The Book of Trees: Visualizing Branches of Knowledge. Princeton Architectural Press (2014)</p> <p>C. Ware: Information Visualization: Perception for Design. Morgan Kaufmann (2000)</p>

<b>Module name:</b>	<b>Media Planning</b>
<i>Semester:</i>	2nd semester
<i>Contact:</i>	Prof. Jim Lacy
<i>Lecturer:</i>	Andreas Schultz
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Workshop, 3 hpw
<i>Workload:</i>	Hours in class: 45 h, revision (outside class): 135 h, total workload: 180 h
<i>Credit Points:</i>	6 CP
<i>Intended learning outcome and qualifications:</i>	With a solid basic knowledge as your starting point you discuss how to distribute an existing message in the appropriate media taking the framework conditions specific to marketing into account. In a group you develop approaches to allocate your marketing materials and budgets to different channels without losing sight of the preferences of your target groups. Aspects of analogue and digital communication play just as important a role as the differentiation between quantitative and qualitative contacts.
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"> <li>• Media planning in marketing,</li> <li>• aspects of marketing and media research,</li> <li>• comparison of different advertising media,</li> <li>• aspects of the assessment of different advertising types,</li> <li>• comparison of intermedia and intramedia,</li> <li>• the process of media planning in customer communication,</li> <li>• success control.</li> </ul> <p>Work in small groups, self-organised project management, joint presentation of a group project</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>Bruhn, M., Esch, F.-R., Langner, T. (eds.): Handbuch Kommunikation Grundlagen - Innovative Ansätze – Praktische Umsetzungen, 1st edition 2009, Gabler, Wiesbaden 2009</p> <p>Unger, F., Fuchs, W., Michel, B.: Mediaplanung Methodische Grundlagen und praktische Anwendungen, 6th updated edition, Springer Gabler 2013</p> <p>Lammenett, E.: Praxiswissen Online-Marketing, Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social-Media, Facebook-Werbung, 6th edition, Springer Gabler</p>

<b>Module name:</b>	<b>Academic Research and Writing Techniques</b>
<i>Semester:</i>	2nd semester
<i>Contact:</i>	Prof. Dr. Claudia Jasmand
<i>Lecturer:</i>	Prof. Dr. Claudia Jasmand
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Workshop, 2 hpw
<i>Workload:</i>	Hours in class: 30 h, revision (outside class): 30 h, total workload: 60 h
<i>Credit Points:</i>	2 CP
<i>Intended learning outcome and qualifications:</i>	<p>You are able to quickly and accurately assess whether the results of your academic research are current, reliable and relevant to your topic.</p> <p>Furthermore, you are able to analyse contributions that seem useful and to make short and precise descriptions of the research results they develop, the methodology used and the insights gained. Based on this you can review these research approaches critically and chose those relevant to your work.</p> <p>You are also able to prepare the results of your research to meet the demands of a specific target audience (teaching staff, people not familiar with the subject or experts) and present them accordingly in written form and orally.</p>
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"> <li>• Finding your topic, posing questions and problems</li> <li>• Literature research</li> <li>• Critical review of sources: assessing and analysing academic research</li> <li>• Theories and developing hypotheses</li> <li>• Writing: reasoning, presenting points of views and perspectives, style</li> <li>• Link to academic discourse: quoting, referencing</li> <li>• Research design</li> </ul>
<i>Form of assessment:</i>	Ex/WE(1) or OA (HW, Pres, WR)
<i>Recommended reading:</i>	<p>Heister. W (2017), „Die Abschlussarbeit. In neun Etappen von der Themensuche zur Abgabe,“ Schäffer Poeschel Verlag, Stuttgart.</p> <p>Reiter, M. (2011), „Schreibtipps für Studierende,“ e-book, Schäffer Poeschel Verlag, Stuttgart.</p>

<b>Module name:</b>	<b>Master's Forum</b>
<i>Semester:</i>	3rd semester
<i>Contact:</i>	(Coordinator of the degree programme)
<i>Lecturer:</i>	---
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	Seminar, 2 hpw
<i>Workload:</i>	Hours in class: 30 h, revision (outside class): 30 h, total workload: 60 h
<i>Credit Points:</i>	2 CP
<i>Intended learning outcome and qualifications:</i>	You have reflected on the topic of your master's thesis carefully and discussed, modified, broadened and established your ideas with the group. You are familiar with the methods for academic research and writing and proficient in presenting your results to a group.
<i>Contents:</i>	<p>The Master's Forum accompanies you in establishing the topic of your master's thesis and in successfully writing your thesis. You reflect on your topic in a group and you are given valuable feedback on your work. The exchange with the group creates valuable synergy effects, you can broaden your ideas as a result of discussing them.</p> <p>We also answer questions on how to successfully complete your studies in this degree programme.</p>
<i>Form of assessment:</i>	CW/OA (Pres)
<i>Recommended reading:</i>	

<b>Module name:</b>	<b>Master's thesis</b>
<i>Semester:</i>	3rd semester
<i>Contact:</i>	(Coordinator of the degree programme)
<i>Lecturer:</i>	various
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Master's degree programme Intermedia & Marketing
<i>Teaching method/hpw:</i>	--
<i>Workload:</i>	Hours in class: 2 h, revision (outside class): 838 h, total workload: 840 h
<i>Credit Points:</i>	28 CP
<i>Intended learning outcome and qualifications:</i>	<p>You are able to address a question from your subject area independently and within a set deadline using academic methodologies. With this written paper you prove that you possess the following skills:</p> <ul style="list-style-type: none"> <li>• Finding your topic and discussing it,</li> <li>• research of relevant literature,</li> <li>• linking your own research results with the latest research,</li> <li>• documenting your own research results in line with academic standards,</li> <li>• expanding your problem-solving skills, applying methodological skills,</li> <li>• assessing suggested solutions.</li> </ul>
<i>Contents:</i>	Design, development and writing of your master's thesis Participation in the accompanying colloquium
<i>Form of assessment:</i>	Ex/thesis and colloquium
<i>Recommended reading:</i>	

## Electives

The list of elective modules offered will be updated each semester and posted on the notice board of the Dean's Office in due time.

<i>Module name:</i>	<b>Intervention Design</b>
Semester:	2nd semester
Contact:	Prof. Angela Clemens
Lecturer:	Prof. Angela Clemens
Language of instruction:	German
Teaching method/hpw:	Workshop
Workload:	Hours in class: 45 h, revision (outside class): 135 h, total workload: 180 h
Credit Points:	6 CP
Intended learning outcome and qualifications:	You are able to identify economic, societal questions and to design cross-media interventions accordingly. You also further develop these interventions in an iterative design process together with the people involved. Furthermore, you are able to communicate your visions and ideas using moving media.
Contents:	<p>We look for and research approaches to problems in the context of social relationships and current questions of society. We discuss different scenarios regarding the situation in question and develop, test and communicate visions based on them. The question on how to react to real problems and challenges of the time we live in is discussed. When we work on individual problems, the focus is on an experimental and interdisciplinary approach that involves relevant people (co-design).</p> <p>The topics of this module are:</p> <ul style="list-style-type: none"><li>• Introduction to intervention design,</li><li>• defining a problem and finding a strategy,</li><li>• design thinking,</li><li>• design ethics,</li><li>• participatory design,</li><li>• vision and communication.</li></ul> <p>Work in small groups, self-organised project management, oral report and final presentation</p>
Form of assessment:	Ex/OA (HW, Pres)
Recommended reading:	F. von Borries, M. Recklies: Design als Intervention. Über experimentelle Forschung. eBook, Murmann Publishers (2015)

**Module name:** Personnel Management, Industrial and Organisational Psychology

<i>Semester:</i>	2nd semester
<i>Contact:</i>	Prof. Klaus Hoefs
<i>Lecturer:</i>	Prof. Dr. Alexander Deseniss
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Elective in the master's degree programme Intermedia and Marketing
<i>Teaching method/hpw:</i>	Lecture/tutorial
<i>Workload:</i>	Hours in class: 45 h, revision (outside class): 135 h, total workload: 180 h
<i>Credit Points:</i>	6 CP
<i>Intended learning outcome and qualifications:</i>	<p>You know the basics of industrial and organisational psychology and are able to put situations from business life into context accordingly, analyse, shape and further develop them.</p> <p>In addition, you have problem-solving and analysis skills and you can apply them in a corporate context independently.</p> <p>In regards to personnel management you are familiar with the basics of human resource management, this also includes labour law.</p> <p>You are able to lead and motivate employees.</p>
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"><li>• Basics of personnel management/leadership,</li><li>• human resource management,</li><li>• labour law,</li><li>• leadership,</li><li>• industrial and organisational psychology.</li></ul> <p>Work in small groups, self-organised project management</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>E. Kirchler: Arbeits- und Organisationspsychologie. 2nd edition, UTB (2008)</p> <p>F.W. Nerdinger, G. Blickle, N. Schaper: Arbeits- und Organisationspsychologie. Springer (2008)</p> <p>R. Stock-Homburg: Personalmanagement: Theorien – Konzepte – Instrumente. 2nd edition, Gabler (2010)</p>

<b>Module name:</b>	<b>Media Entrepreneurship</b>
<i>Semester:</i>	2nd semester
<i>Contact:</i>	Prof. Jim Lacy
<i>Lecturer:</i>	Prof. Dr. Dirk Ludewig
<i>Language of instruction:</i>	German
<i>Reusability:</i>	Elective in the master's degree programme Intermedia and Marketing
<i>Teaching method/hpw:</i>	Lecture/tutorial
<i>Workload:</i>	Hours in class: 45 h, revision (outside class): 135 h, total workload: 180 h
<i>Credit Points:</i>	6 CP
<i>Intended learning outcome and qualifications:</i>	<p>You know the basic concepts of media entrepreneurship. You have the entrepreneurial expertise to create and assess business ideas in the media as a specific field. You are able to identify and assess market opportunities based on the process of finding an idea and a strategy.</p> <p>Furthermore, you are proficient in presentation strategies (e.g. in pitches) and familiar with how to develop a business plan.</p>
<i>Contents:</i>	<p>The topics of this module are:</p> <ul style="list-style-type: none"> <li>• Basics of Media Entrepreneurship,</li> <li>• business concepts,</li> <li>• idea finding,</li> <li>• developing a strategy,</li> <li>• presentation strategies,</li> <li>• digital competencies.</li> </ul> <p>Work in small groups, self-organised project management</p>
<i>Form of assessment:</i>	Ex/OA (HW, Pres)
<i>Recommended reading:</i>	<p>A. Lundstrom, L.A. Stevenson: Entrepreneurship Policy: Theory and Practice. Springer (2005)</p> <p>G. Faltin: Kopf schlägt Kapital. 7th edition, Hanser (2010)</p> <p>McKinsey &amp; Company: Planen, Gründen, Wachsen: Mit dem professionellen Business Plan zum Erfolg. 4th edition, Redline (2007)</p>