

Module Catalogue

Bachelor's programme (B.A.) Media Management (English version)

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Curriculum for all semester

Course Curriculum: Bachelor Programme Media Management																		
Module	1st semester							2nd semester							Exam	recommended time of module in the case of a part-time degree course		
	Course units							Course units										
	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH			SH	ECTS
B-SQe-ALL-LPC	4	2	2			60	90	5									/	1
Language Proficiency and Cultural Sensitivity ^{E1}																		
B-SQe-ALL-WAR	3	1	2			45	105	5									PA	1
Academic Writing and Research ²																		
B-STGe-ALL-BWL	4	2	2			60	90	5									K	1
Basics of Business Administration ⁰³																		
B-STGe-ALL-BGB	4	2	2			60	90	5									K	1
Accounting and Basics of Balancing ⁰⁴																		
B-STGe-ALL-PTM	2			2		30	120	5									PA	3
Editorial Design ^{T5}																		
B-STGe-ALL-AVM	2			2		30	120	5									PA	3
Audiovisual Media ^{T6}																		
B-STGe-ALL-GLR									4	2		2		60	90	5	K	2
Basics of Law ⁰⁷																		
B-STGe-ALL-EFS									4	2		2		60	90	5	K	2
Empirical Research and Statistics ⁰⁸																		
B-STGe-ALL-MKZ									2		2			30	120	5	m	2
Management Concepts ⁰⁹																		
B-STGe-ALL-MMP									3	2	1			45	105	5	m	4
Media Economics and Politics ⁰																		
B-STGe-ALL-OLM									4			4		60	90	5	PA	4
Online Media ⁰																		
Tracks (1 out of 5)									3	2	1	2		45	105	5		2
Media and Communication Mangement (gen.)									3	2	1			45	105	5		2
Mucis Management									3	2	1			45	105	5		2
Brand Management									3	2	1			45	105	5		2
Event Management									3	2	1			45	105	5		2
Digital Media									4	2		2		60	90	5		2
Total	19	7	8	4	285	615	30	16	8	3	6	4	300	600	30			

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ^T non academic support, ⁰ online module possible,
^AReport (not graded), ⁺ consists of the bachelor thesis (80%) and an oral exam (20%), ^{*}modules can also be offered in other semesters, [~] amount of course units may vary,
^{*} special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

¹Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media Management																			
Module	3rd semester (semester abroad)								4th semester								Exam	recommended time of module in the case of a part-time degree course (semester)*	
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS			
	Total	L	S	T	W				Total	L	S	T	W						
B-SQe-ALL-IKK	3	2		1		45	105	5										PA	5
Intercultural Communication ^{o 1}																			
B-SQe-ALL-PMM	3	2	1			45	105	5										K	5
Project Management ^{o 2}																			
B-STGe-ALL-BSP	4	2		2		60	90	5										PA	5
Business Planning ^{o 3}																			
B-STGe-ALL-MRK	3	2	1			45	105	5										K	7
Marketing ^o																			
B-MMe-ALL-IDP	5				5	75	225	10										PA	2
Interdisciplinary Project ^o																			
B-STGe-ALL-MKT									3	2	1			45	105	5		m	
Media and Communication Theories ^o																			
B-MMe-ALL-OTP									5			5	75	225	10			PA	8
Orientation Project ^e																			
Tracks (1 out of 5)									10					150	300	15			6
Media and Communication Mangement (gen.)									10	4	2		4	165	105	15			
Mucis Management									10	6	2	2		150	300	15			
Brand Management									10	6	2	2		150	300	15			
Event Management									10	6	2	2		150	270	15			
Digital Media									9	5		4		135	315	15			
Total	18	8	2	3	5	270	630	30	18	2	1	5	195	630	30				

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m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T = non academic support, o = online module possible,
^eReport (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~ amount of course units may vary,
^e special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

*Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media Management																		
Module	5th semester								6th semester						Exam	recommended time of module in the case of a part-time degree course (semester) ¹		
	Course units					CH	SH	ECTS	Course units					CH			SH	ECTS
	Total	L	S	T	W				Total	L	S	T	W					
B-STGe-ALL-DTG	3				3	45	105	5									PA	9
Digital Technologies ⁰¹																		
B-MMe-ALL-AMM																	PA	11
Current Issues in Media Management O	2		2			30	120	5										
B-MMe-ALL-FKP																	PA	9
Focus Project [#]	5				5	75	225	10										
Tracks (1 out of 5)	7					105	195	10										
Media and Communication Mangement (gen.)	7	2	1		4	105	195	10										
Mucis Management	7	2	3	2		105	195	10										
Brand Management	7	2	3	2		105	195	10										
Event Management	7	4	1	2		105	195	10										
Digital Media	7	4		2		105	195	10										
B-SQe-ALL-KMK									3				3	45	105	5	m	12
Communication Skills ³																	PA	10
B-STGe-ALL-SIT															150	5		
Student Initiative ⁴															600	20	^	10
B-MMe-ALL-PRA																		
Internship Semester																		
Total	17	0	2		8	255	645	30	3				3	45	855	30		

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m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), [†] non academic support, ^o online module possible,
¹Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~ amount of course units may vary,
[#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

¹Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media Management													
Module	7th semester								Exam	recommended time of module in the case of a part-time degree course (semester) ¹			
	Course units					CH	SH	ECTS					
	Total	L	S	T	W								
B-SQe-ALL-EXG	3	1		2		45	105	5	m	12			
Entrepreneurship ¹													
B-MMe-ALL-MMM	2		2			30	120	5	/	13			
Advanced Research Methods Media Management [#]													
B-MMe-ALL-AMM	3	2	1			45	105	5	m	14			
Current Issues in Media Management ^o													
B-MMe-ALL-BTH	0					0	450	15	+	15			
Bachelor Thesis [#]													
Total	8	3	3	2	0	120	780	30					

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m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), [†] non academic support, ^o online module possible,
¹Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~ amount of course units may vary,
[#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

¹Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media and Communication Management																										
Module	2nd semester [#]								4th semester ^{**}							5th semester ^{***}							Exam			
	Course units								Course units							Course units										
	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH		SH	ECTS	
Compulsory elective modules Track Media and Communication Management (gen.)	3	2	1			45	105	5																		K
B-MMe-STR-GLE Understanding Event Management																										K
B-STGe-STR-SPU Strategic Corporate Communication									4	2	2			60	90	5										PA
B-STGe-STR-CUC Campaigning and Crossmedia									3	2	1			45	105	5										PA
B-STGe-STR-CEM Customer Experience Management									4				4	60	90	5										PA
B-STGe-STR-PSM Performance Marketing and Social Media																	4	2		2		60	90	5	PA	
B-MMe-MKM-SP Special Topics in Media and Communication Management																	3		3			45	105	5	PA	
Total	3	2	1			45	105	5	11	4	3		4	165	285	15	7	2	3	2		105	195	10		

*CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non academic support, O online module possible,
*Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~ amount of course units may vary,
special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management*

1Module is also offered in Ffe, DSe, MNe

Course Curriculum: Bachelor Programme Media Management English																										
Module	2nd semester [#]								4th semester ^{**}							5th semester ^{***}							Exam			
	Course units								Course units							Course units										
	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH		SH	ECTS	
Compulsory elective modules Track Brand Management	3	2	1			45	105	5																		K
B-STGe-STR-GMI Basics of Brand Management and Integrated Communication ¹																										PA
B-STGe-STR-MPT Media Planning and Targeting ²									4				4	60	90	5										PA
B-STGe-STR-CUC Campaigning and Crossmedia ³									3	2	1			45	105	5										PA
B-STGe-STR-WEP Psychology of Advertising ⁴									3	2	1			45	105	5										PA
B-STGe-STR-PSM Performance Marketing and Social Media ⁵																	4	2		2		60	90	5	PA	
B-MMe-BMT-SPT Special Topics in Brand Management																	3		3			45	105	5	PA	
Total	3	2	1			45	105	5	10	4	2		4	150	300	15	7	2	3	2		105	195	10		

*CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non academic support, O online module possible,
*Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~ amount of course units may vary,
special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management*

Course Curriculum: Bachelor Programme Media Management																											
Module	2nd semester [#]								4th semester ^{##}								5th semester ^{###}								Exam		
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS			
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S	T	W						
B-STGe-STR-GKE Understanding Communication and Event Management	3	2	1			45	105	5													K						
B-STGe-STR-CEM Customer Experience Management									4				4	60	90	5											PA
B-MMe-STR-LET Live-Entertainment									3	2	1			45	105	5											PA
B-STGe-STR-DBU Digital Business									3	2	1			45	105	5											m
B-MMe-STR-KMM Artist Management and Music Marketing																	4	2		2		60	90	5	PA		
B-MMe-EVM-SPT Special Topics in Event Management																	3		3			45	105	5	PA		
Total	3	2	1			45	105	5	10	4	2		4	150	300	15	7	2	3	2		105	195	10			

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop
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[#]Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), ^{*}modules can also be offered in other semesters, ~ amount of course units may vary,
[#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

1Module is also offered in FFe, DSe, Mne

Course Curriculum: Bachelor Programme Media Management																											
Module	2nd semester								4th semester								5th semester								Exam		
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS			
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S	T	W						
B-MMe-MUM-GLM Principles of Music Management	3	2	1			45	105	5													K						
B-MMe-MUM-MUW Musicology									4	2	2			60	90	5											K
B-MMe-STR-LET Live-Entertainment									3	2	1			45	105	5											PA
B-STGe-STR-DBU Digital Business									3	2	1			45	105	5											m
B-MMe-STR-KMM Artist Management and Music Marketing																	4	2	2			60	90	5	PA		
B-MMe-MUM-SPT Special Topics in Music Management																	3		3			45	105	5	PA		
Total	3	2	1			45	105	5	10	6	4			150	300	15	7	2	5			105	195	10			

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System L = lecture, S = seminar, T = tutorial, W = workshop
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[#]Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), ^{*}modules can also be offered in other semesters, ~ amount of course units may vary,
[#] special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

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Overview of competencies

Background information

For the reaccreditation of the B.A. study programmes, the German Council of Science and Humanities has suggested that the so-called "output orientation" of teaching should be given greater prominence. Both on the programme level and on the module level, the competencies must be more clearly assigned and systematically traceable. Central to this is the correct formulation of the learning outcomes.

Learning outcomes are statements about what a student knows, understands and is able to do/demonstrate after completing a learning process. Essentially, it describes which competencies students acquire during their studies. The reviewers evaluate the extent to which the objectives of the study programme and the learning outcomes of individual modules are coordinated. The qualification objectives of the study programme are transferred to the module level. In this case, not all fields of competency need to be addressed in each module, but in the overview (module catalogue), the previously formulated qualification objectives must be reflected in concrete form as learning outcomes of the modules. In order to ensure this, it is not only necessary to follow the guidelines for the preparation of the modules, but also to answer the following questions on competencies and objectives of the study programmes.

How do I formulate learning outcomes?

Before phrasing the learning outcomes, please try to figure out which knowledge and which skills the students are supposed to acquire during this module. Please follow the steps below:

1. Determine previous knowledge:
 - Pay attention to the semester the module takes place in compared to the rest of the students' studies
 - Realistic assessment of previous knowledge (max. 1 monograph or 3 essays for preparation)
2. Determine the contents:
 - List the contents/topics as bullet points
3. Determine competencies: Macromedia University distinguishes between the following competencies:
 - Professional skills (academic)
 - Professional skills (practical)
 - Methodological skills (academic)
 - Methodological skills (practical)
 - Social skills
 - Personal skills
4. Formulate the learning outcomes
 - Learning outcomes are based on the module contents, but they do not have to match in number
 - Choose an active verb from the table "Taxonomy of Verbs" that fits the learning outcome and the level of difficulty
 - For a 5 ECTS module choose approx. 8 learning outcomes (min. 5 – max. 10)
 - List the learning outcomes as bullet points
 - One active verb per learning outcomes (only the verbs from the table "Taxonomy of Verbs" are permitted)
 - Use simple and short descriptions that are easily understandable
 - Learning outcomes have to be phrased using a student's perspective
 - Learning outcomes should be located on all levels of the taxonomy (not just the lower levels)
5. Determine the levels for the individual learning outcomes: 1-6 (see table "Taxonomy of Verbs")
6. Type of Assessment:
 - The learning outcomes have to be examinable using the selected type of assessment

Formulate the learning outcomes according to the template below:

Introductory sentence: Upon completion of the module, students will be able to...

+ [Active verb] (only from the table below)	+ describe
+ [Module content]	+ the individual steps of the research process
+ [Object] (if necessary for clarification)	+ (using their methodological skills)

Taxonomy of Verbs (please use only the verbs below!)

Level	Cognitive process/Verb	Example	Additional verbs
1) Remember Recall facts and basic concepts	Identify	Identify dates of important historical events	Write, define, reproduce, list, describe, label, recite, indicate, enumerate, name, draw, implement, sketch, narrate
	Recall	Recall dates of important historical events	
2) Understand Explain ideas or concepts	Interpret	Paraphrase important statements	Represent, describe, determine, demonstrate, discuss, formulate, locate, present, illustrate, transmit, repeat
	Exemplify	Name examples of styles of art	
	Classify	Classify descriptions or observations of disruptions	
	Summarise	Write a short summary	
	Infer	Derive a rule from various examples	
	Compare	Compare historical events to current situations	
3) Apply Use information in new situations	Explain	Explain the most important events in 18th century France	Perform, calculate, use, find out, delete, fill in, enter, apply, solve, plan, illustrate, edit
	Execute	Calculate a mathematical function	
4) Analyse Draw connections among ideas	Implement	Determine to which cases Newton's second law is applicable	Test, contrast, compare, isolate, select, distinguish, juxtapose, criticise, analyse, determine, experiment, sort, examine, categorise
	Differentiate	Distinguish between relevant and irrelevant information in a mathematical text task	
	Organise	Build an argumentation for or against a particular historical position using clues in a historical treatise	
5) Evaluate Justify a stand or decision	Attribute	Determine the point of view of an author of an essay based on their political orientation	Argue, predict, choose, evaluate, reason, test, decide, criticise, grade, estimate, score, support, classify
	Review	Determine whether a scientist's conclusion is plausible based on the data at hand	
6) Create Produce new or original work	Assess	Decide which of two methods is better suited for solving a problem	Assemble, collect, organise, construct, prepare, write, design, conclude, connect, design, assign, compile, deduce, develop
	Generate	Formulate a hypothesis for an observable phenomenon	
	Plan	Write an exposé for a paper/thesis	
	Produce	Build a biotope for certain species or for certain purposes	

Aspects that have to be kept in mind when writing a module description

In modules, as many different teaching and learning forms as possible should be provided in order to enable different learning processes and paths and to take different learning strategies into account. Different media experience and knowledge must be taken into account. Teaching and learning contents should be chosen in a gender-appropriate and gender-conscious manner. They should be based on the life-worlds of students and show different gender-neutral roles, address gender problems and contain a variety of gender-conscious perspectives.

Questions for quality management:

How strongly do the learning outcomes of the module contribute to the study programme's overall objectives? If the module is offered in more than one study programme, please fill in the table for ALL study relevant programmes!

(Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module)

Prog.	Objective of the study programme	Relevance
1. All	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society	
2. All	The ability to grasp complex tasks and develop creative and sustainable solutions	
3. All	Self-reflection and judgment to continually grow personally in a dynamic international work environment	

Prog.	Objective of the study programme	Relevance
1. MM	Awareness of the societal role of the media and critical reflection on the economic and political characteristics of the media and communications industry in times of digital transformation	
2. MM	Advanced management skills and the ability to apply the current international state of research in economics and communication studies	
3. MM	Strong entrepreneurial spirit combined with innovation orientation and the willingness to take on social responsibility as a media or communication manager	

Which competencies are specifically addressed in the module? (Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module)

Competency	Role
K1: Professional skills (academic)	1-6
K2: Professional skills (practical)	
K3: Methodological skills (academic)	
K4: Methodological skills (practical)	
K5: Social skills	
K6: Personal skills	

A) Compulsory modules

Language Proficiency and Cultural Sensitivity [Language Proficiency and Cultural Sensitivity]

Module No./ Code	B-SQe-ALL-LPC
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to...</p> <p>Apply all four language competencies of the TOEFL exam with a higher scoring: reading, listening, speaking, writing.</p> <p>Use TOEFL test taking strategies: active reading, targeted note taking, speaking under time pressure, writing detail-oriented outlines for academic essays, etc.</p> <p>Recognise structures and question types in the TOEFL exam.</p> <p>Apply templates and learned responses to all four exam sections.</p> <p>Discuss research results by students.</p> <p>Perform presentations in language competencies, in intercultural interaction, and culture-specific areas.</p> <p>Identify potential risks in the study abroad experience.</p> <p>Understand fundamentally the target culture by improved intercultural competence.</p>
Course Syllabus	<p>Wide spectrum of factors affecting future study abroad: e.g. university semester abroad selection, survival skills (contacting the international office, finding an apartment, setting up a bank account, etc.),</p> <p>Academic reading, writing, conversational skills, networking and interfacing in an international environment.</p> <p>Intercultural communications in order to raise the level of intercultural competencies.</p> <p>Intercultural topics relevant to study abroad: e.g. culture shock, stereotypes, team building, language barriers, oculosics, intercultural synergies, intercultural negotiation, networking, etc.</p> <p>How to survive possible risks and unexpected circumstances when faced with challenges.</p> <p>Research various target cultures which they may be considering for their semester study abroad.</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	1 [Part-time: 1]
Type of Module	Compulsory module
Applicable to	All B.A. Degree Programs
	Related to:

	Intercultural Communication Project Management Interdisciplinary Project
Teaching Language	English
Type of Assessment	Pass/no pass
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units]
Compulsory Literature	<p>Berdan, S. N., Goodman, A. E., & Taylor, C. (2013), <i>A Student Guide to Study abroad</i>. New York: Institute of International Education.</p> <p>Chaney, L. H., & Martin, J. S. (2014), <i>Intercultural business communication</i>. Upper Saddle River: Pearson.</p> <p><i>Official Guide To The Toefl Test With Dvd</i>. (2017), New York: McGraw-Hill Education.</p>
Further Reading	<p>Bennett, M. (2013), <i>Basic Concepts of Intercultural Communication: Paradigms, Principles, and Practices</i> (2nd ed.), Boston: Intercultural Press.</p> <p>Harvey, C., & Allard, M. J. (2008), <i>Understanding and Managing Diversity</i>. Upper Saddle River: Pearson Education.</p> <p>Hofstede, G. J., Smith, D. M., & Hofstede, G. (2002), <i>Exploring Culture: Exercises, Stories and Synthetic Cultures</i>. Yarmouth: Intercultural Press.</p> <p>Lustig, M. W., Koester, J., & Halualani, R. (2017), <i>Intercultural Competence</i> (8th ed.), Hoboken: Pearson Educ.</p> <p>Martin, J. N., Nakayama, T. K., & Flores, L. A. (2001), <i>Readings in Intercultural Communication: Experiences and Contexts</i> (2002 edition), Boston: McGraw Hill.</p> <p>Matthiesen, S. J. (2014), <i>Essential Words for the TOEFL</i> (6 edition), New York: Barron's Educational Series.</p> <p>Murphy, R. (2015), <i>English Grammar in Use Book with Answers and Interactive eBook: Self-Study Reference and Practice Book for Intermediate Learners of English</i> (4th ed), Cambridge: Cambridge University Press.</p> <p>Sharpe, P. J. (2016), <i>Barron's TOEFL iBT with CD-ROM and MP3 audio CDs</i>, (15th ed.), New York: Barron's Educational Series.</p> <p>Ting-Toomey, S., Oetzel, J., & Oetzel, D. J. (2001), <i>Managing Intercultural Conflict Effectively</i>. Thousand Oaks: Sage Publications.</p> <p>Wilson, M. J. (2013), <i>The Best College Student Survival Guide Ever Written</i>. Independent Publishing Platform: CreateSpace.</p>

Academic Writing and Research [Wissenschaftliches Arbeiten]

Module No./Code	B-SQe-ALL-WAR
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <ul style="list-style-type: none"> Identify academic problems and tasks. Explain the fundamentals of academic empirical work. Illustrate the empirical research process. Accurately interpret the quality and standards required within social sciences research. Carry out academic literature research. Implement a research question. Design a suitable methodology to address a research question. Develop a coherent discourse within the framework of a research project. Organise an interdisciplinary, academic research project. Evaluate constructive criticism concerning feedback on a research project.
Course Syllabus	<p>Fundamentals of empirical research in the social sciences, in particular regarding the research process and research methods</p> <p>Academic writing and publishing based on the standards of the American Psychological Association (APA)</p> <p>Methods of research and organising academic literature and rules for assessing the quality of scientific publications</p> <p>Essential practical approaches for capturing, organising and solving scientific problems (mind mapping, creativity techniques, design thinking)</p> <p>Exercises to understand important academic terms and quality metrics (such as validity, reliability, objectivity, representativeness, significance)</p> <p>Lessons on how to derive research questions and hypotheses</p> <p>Activities about how to create suitable and feasible study designs</p> <p>Practice applying various methods of collecting data and preparing data analysis</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	1 [Part-time version: 1]
Type of Module	Compulsory module
Applicable to	<p>All BA Degree Programs</p> <p>References to:</p> <ul style="list-style-type: none"> Empirical Research and Statistics Interdisciplinary Project

	<p>Orientation Project</p> <p>Focus Project</p> <p>Advanced Research Methods Management</p> <p>Bachelor Thesis</p>
Teaching Language	English [German version available]
Type of Assessment	Project paper (portfolio)
Teaching and Learning Methods	Lecture [1 course unit] / Tutorial [2 course units]
Compulsory Literature	<p>APA (2010), <i>Publication Manual of the American Psychological Association</i>. Sixth Edition. Washington: APA.</p> <p>Brosius, Koschel & Haas (2008), <i>Methoden der empirischen Kommunikationsforschung</i>. 4., überarbeitete und erweiterte Auflage. Wiesbaden: VS Verlag.</p> <p>Karmasin & Ribing (2014), <i>Die Gestaltung wissenschaftlicher Arbeiten</i>. 8., aktualisierte Auflage. Wien: Facultas.</p>
Further Reading	<p>Chalmers, A. F. (2006), <i>Wege der Wissenschaft. Einführung in die Wissenschaftstheorie</i>. Sechste, verbesserte Auflage. Springer.</p> <p>Glasman-Deal, H. (2009), <i>Science Research Writing for Non-Native Speakers of English</i>. Imperial College Press</p> <p>Lewrick, M., Link, P. & Leifer, L. (2017), <i>Das Design Thinking Playbook</i>. DTP-Community.</p> <p>Rustler, F. (2017), <i>Denkwerkzeuge der Kreativität und Innovation</i>, Midas Management Verlag.</p> <p>Schnell, R., Hill, P. B. & Esser, E. (2008) <i>Methoden der Empirischen Sozialforschung</i>. 8. Auflage. Oldenbourg.</p> <p>Teetor, P. (2011), <i>R Cookbook</i>. O'Reilly.</p>

Basics of Business Administration [Grundlagen BWL]

Module No./Code	B-STGe-ALL-BWL
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Explain the basic steps of the operational sales process.</p> <p>Explain the goals and objectives of a company.</p> <p>Identify the mathematical fundamentals of economics.</p> <p>Assess one's own mathematical competence and potential for development.</p> <p>Correctly implement the most important concepts of business administration and management in conversations.</p> <p>Make management decisions for different departments of a company.</p> <p>Apply strategic management tools to simple case studies.</p> <p>Derive possible later fields of activity on the basis of their individual interests.</p> <p>Discuss the validity of traditional business approaches in times of digital transformation</p> <p>Analyse simple facts economically</p>
Course Syllabus	<p>Business administration terms</p> <p>Goals and objectives of companies</p> <p>Overview/self assessment on the mathematical foundations of economics: basic skills (computational laws, powers, roots, summation signs), interest and pension calculations, function and function charts, linear and quadratic equations, functions of variables, differential calculus (slope, derivative, derivative rules) and curve discussion (extreme values, turning points and saddle points)</p> <p>Marketing fundamentals</p> <p>Fundamentals of supply chain and production management</p> <p>Introduction to investment and financing</p> <p>Fundamentals of human resources and organisation</p> <p>Foundations of strategic management</p> <p>Actions and decision-making in management</p> <p>Business administration for digital transformation</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	1 [Part-time: 1]
Type of Module	Compulsory module
Applicable to	Also applicable to courses in Media Management and Journalism

	<p>Related to:</p> <p>Accounting and Basics of Balancing</p> <p>Management Accounting and Basics of Controlling</p> <p>Basics of Marketing</p> <p>Production and Logistics</p> <p>Economics</p> <p>Investment and Financing</p> <p>Strategy and Organisation</p> <p>Entrepreneurship</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p> <p>Special Topics</p> <p>Bachelor Thesis</p>
Teaching Language	English [German version available]
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units] (also available as an online seminar)
Compulsory Literature	Thommen, J.-P., Achleitner, A.-K., Gilbert, D., Hachmeister, D., Kaiser, G. (2017), <i>Allgemeine Betriebswirtschaftslehre. Umfassende Einführung aus managementorientierter Sicht</i> . 8. Auflage. Wiesbaden: Springer Gabler
Further Reading	Wöhe, G./Döring, U., Brösel, G. (2016), <i>Einführung in die Allgemeine Betriebswirtschaftslehre</i> , 26. Aufl., Vahlen: München.

Accounting and Basics of Balancing [Buchführung und Grundlagen der Bilanzierung]

Module No./Code	B-STGe-ALL-BGB
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Explain and summarise the basic structures, tasks and requirements of accounting.</p> <p>Understand the legal requirements for accounting.</p> <p>Analyse the procedure of the bookkeeping.</p> <p>Demonstrate accounting procedures.</p> <p>Process simple business transactions in the form of entry records and entries in accounts as well as the opening and closing entries in the balance sheet and P & L accounts.</p> <p>Interpret the meaning and disclosure requirements of all elements of the financial statements.</p> <p>Understand the possibilities of digitalisation of financial accounting and accounting.</p> <p>Compare the design possibilities of the balance sheet policy and to analyse balance sheets according to basic evaluation goals.</p>
Course Syllabus	<p>Introduction to company accounting (overview)</p> <p>Legal foundations: Principles of proper bookkeeping and annual financial statements</p> <p>Inventory, balance sheet structure, balance sheet changes</p> <p>The system of double-entry accounting</p> <p>Basics of balancing of assets and funds</p> <p>Income statements</p> <p>Appendix, management report, audit and disclosure</p> <p>IT-supported financial accounting and accounting</p> <p>Balance sheet policy and balance sheet analysis</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	1 [Part-time: 1]
Type of Module	Compulsory module
Applicable to	<p>Media Management</p> <p>Cost Accounting and Fundamentals Controlling, Business Planning, Investment and Financing, Fundamentals Financial Management, Fundamentals Logistics, Internationalization, Market-Oriented Management, Strategy and Organisation, Special Topics.</p>

Teaching Language	English
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units] (also available as an online seminar)
Compulsory Literature	<p>Weber, J./Weißenberger, B. E. (2015), <i>Einführung in das Rechnungswesen</i>, 9. Aufl., Stuttgart: Schäffer Poeschel.</p> <p>Wöhe, G. und Kußmaul, H. (2018), <i>Grundzüge der Buchführung und Bilanztechnik</i>, 10. Auflage, München: Franz Vahlen.</p>
Further Reading	<p>Coenenberg, A.G., Haller, A., Schultze, W.(2016), <i>Jahresabschluss und Jahresabschlussanalyse, Betriebswirtschaftliche, handelsrechtliche, steuerrechtliche und internationale Grundlagen - HGB, IAS/IFRS, US-GAAP, DRS</i>, Stuttgart: Schaeffer Poeschel.</p> <p>Döring, U., Buchholz, R. (2015), <i>Buchhaltung und Jahresabschluss: Mit Aufgaben und Lösungen</i>, 14. Auflage, Berlin: Erich Schmidt Verlag.</p> <p>Heinhold, M. (2012), <i>Buchführung in Fallbeispielen</i>, 12. Aufl., Stuttgart: Schaeffer Poeschl.</p> <p>Wöhe, G./Döring, U./Brösel, G. (2016), <i>Einführung in die Allgemeine Betriebswirtschaftslehre</i>. 26. Aufl., Sechster Abschnitt: Betriebliches Rechnungswesen, Kapitel B. Jahresabschluss, München: Franz Vahlen.</p>

Editorial Design [Print Medien]

Module No./Code	B-STGe-ALL-PTM
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Plan a journalistic text contribution.</p> <p>Define print products and their target groups.</p> <p>Present correlations of written text and designed layout.</p> <p>Implement graphic layouts and photography and prepare them for print production in a technically correct manner.</p> <p>Evaluate magazines, periodicals, brochures, books and similar printed products in comparison to own design and text.</p> <p>Design paper, text, images and layout as a prototypical print product, according to a specific topic.</p>
Course Syllabus	<p>Basic knowledge of journalistic writing</p> <p>Basic knowledge of print layout and production</p> <p>History and culture of print products, with special focus on the current media landscape</p> <p>Editorial workflows, conception of topics and presentation forms</p> <p>Micro and macro typography, page layout grid, fundamentals in color and shape</p> <p>Image design of documentary photography</p> <p>Design software, image processing and print-ready data handling</p>
Total Workload	150 h [30 CH / 120 SH]
Study Semester	1 [Part-time: 3]
Type of Module	Compulsory module
Applicable to	<p>Also for the bachelor programmes Design and Journalism</p> <p>References to:</p> <p>Introduction to Design</p> <p>Information and Communication Design</p> <p>Media and Communication Design</p> <p>Fundamentals in Brand Management and Integrated Communication</p> <p>Marketing</p> <p>Internal Communication and Corporate Media</p>

Teaching Language	English [German version available]
Type of Assessment	Project paper
Teaching and Learning Methods	Workshop [2 course units]
Compulsory Literature	Böhringer, J. / Bühler, P. / Schlaich, P. (2011). Kompendium der Mediengestaltung Digital und Print: Konzeption und Gestaltung/ Produktion und Technik für Digital- und Printmedien, Heidelberg: Springer. Haller, M. (2006). Die Reportage. Konstanz.
Further Reading	Prinzing, M. (2015). „Die Kunst der Story“. Thun: Werd. Reihe „Journalismus-Atelier“ Prinzing, M. / Wyss, V. (2014). „Recherche im Netz“. Zürich: Europa. Reihe „Journalismus-Atelier“ Nickel, K. (2011). Ready to Print: Handbuch für Mediengestalter. Berlin: Die Gestalten Verlag. Ambrose, G. & Harris, P. (2010). Das Layout-Buch. 2. Aufl., München: Stiebner. Bilz, S. (2011). Der kleine Besserwisser: Grundwissen für Gestalter. Berlin: Die Gestalten Verlag. Linden, P. (2008). Wie Texte wirken. Anleitung zur Analyse journalistischer Sprache. Berlin Willberg, H. P. (2011). Schriften erkennen. Verlag Hermann Schmidt Mainz. Wolff, V. (2011). Zeitungs- und Zeitschriftenjournalismus. 2., überarb. Aufl., Konstanz: UVK.

Audiovisual Media [Audiovisuelle Medien]

Module No./Code	B-STGe-ALL-AVM
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Recognise essential design features of cinematic short formats (fictional or documentary).</p> <p>Specify quality criteria for a professional sound and image recording.</p> <p>Position visual and audio material in an editing program.</p> <p>Use the base camera and sound equipment of the university in a professional manner.</p> <p>Transfer basic light composition knowledge to different situations.</p> <p>Transfer the knowledge of dramaturgical patterns to an own concept.</p> <p>Apply the structural characteristics of film production to own project.</p> <p>Solve challenges within video film production in a team.</p> <p>Tell apart the structural characteristics of interdisciplinary teams.</p>
Course Syllabus	<p>Basic characteristics of audiovisual film language (fictional and documentary)</p> <p>Theoretical and creative basics of camera and sound engineering</p> <p>Theoretical basics of editing, data handling</p> <p>Theoretical and practical introduction to the handling of camera and sound equipment on set</p> <p>Introduction to lighting</p> <p>Conducting a video production process in a team</p>
Total Workload	150 h [30 CH / 120 SH]
Study Semester	1 [Part-time: 3]
Type of Module	Compulsory module
Applicable to	<p>Also for the bachelor programmes Design, Journalism and Film and TV</p> <p>References to:</p> <p>Orientation Project</p> <p>Focus Project</p>
Teaching Language	English
Type of Assessment	Project paper

Teaching and Learning Methods	Workshop [2 course units]
Compulsory Literature	<p>Jovi, Jörg: (2017). Digital Filmen: Das umfassende Handbuch Filme planen, aufnehmen, bearbeiten und präsentieren. Bonn: Rheinwerk Verlag.</p> <p>Ordloff, Martin & Wachtel, Stefan (2014). Texten für TV. 4. überarb. Aufl., Konstanz, München: UVK Verlagsgesellschaft.</p>
Further Reading	<p>Dunker, A. (2014). »Die chinesische Sonne scheint immer von unten«. Licht- und Schattengestaltung im Film (Praxis Film). 6. überarb. Aufl., Konstanz, München: UVK Verlagsgesellschaft.</p> <p>Lanzenberger, W.; Müller, M. (2012). Unternehmensfilme drehen: Business Movies im digitalen Zeitalter (Praxis Film). 2. überarb. Aufl., Konstanz, München: UVK Verlagsgesellschaft.</p> <p>Minsky, L. (2017). Audio Branding: using Sound to Build Your Brand. London, New York, New Delhi: Kogan Page.</p> <p>Video ist King! (2016): Erfolgreiches Online-Marketing mit Youtube. Inkl. Storytelling. Bonn: Rheinwerk-Verlag.</p> <p>Raschke, H. (2013). Szenische Auflösung. Wie man sich eine Filmszene erarbeitet (Praxis Film). UVK Verlagsgesellschaft.</p> <p>Melzner, A. (2010). Kurzfilm-Drehbücher schreiben: Die ersten Schritte zum ersten Film. Ober-Ramstadt: Sieben Verlag.</p>

Basics of Law [Grundlagen Recht]

Module No./Code	B-STGe-ALL-GLR
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Define essential functions and manifestations of law.</p> <p>Explain fundamental links between constitutional law, private law, labor law, competition law and intellectual property law that shape the German economic system.</p> <p>Discuss relevant problems from the legal matters mentioned, insofar as these are of particular importance for the later professional life of the students.</p> <p>Apply legal methods and techniques</p> <p>Differentiate between facts that are legally relevant and irrelevant in situations (from exercise cases).</p> <p>From an entrepreneurial point of view, decide responsibly in which legal conflict situations of economic life the judiciary or a lawyer should be consulted.</p>
Course Syllabus	<p>Introduction: theories, functions, manifestations of law</p> <p>Overview of the law/legal framework in the Federal Republic of Germany</p> <p>Civil law: legal entities vs. Legal objects / natural vs. legal entities / legal capacity</p> <p>Law of obligations: general section (with special features of "e-contracting"), lack of will</p> <p>Law of obligations: additional section (in particular purchase contracts, rental contracts, contracts for work / employment contracts etc.)</p> <p>Features, sources of law and basic concepts of commercial law</p> <p>Merchant property / types of merchants</p> <p>Dependent vs. independent assistants</p> <p>Commercial legal transactions</p> <p>Foundations of Labor Law</p> <p>Foundations of Competitive Law</p> <p>Principles of intellectual property law (copyright and industrial property rights)</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	2 [Part-time: 2]
Type of Module	Compulsory module
Applicable to	Media Management and Journalism
	References to:

	Basics of Business Administration, Strategy and Organisation, Special Topics, Investment and Finance, Digital Business, Procurement Management, Distribution Management, Entrepreneurship, Interdisciplinary Project, Orientation Project, Focus Project, Methodology, Bachelor Thesis
Teaching Language	English [German version available]
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units] (also available as an online seminar)
Compulsory Literature	Di Fabio, U. (Hrsg.) (2016), <i>Grundgesetz</i> (47. Aufl.), München: dtv. Köhler, H. (Hrsg.) (2017), <i>Bürgerliches Gesetzbuch BGB</i> (79. Aufl.), München: dtv. Fleischer, H. (Hrsg.) (2017), <i>Handelsgesetzbuch HGB</i> (61. Aufl.), München: dtv.
Further Reading	Klunzinger, E. (2013), <i>Einführung in das Bürgerliche Recht</i> (16. Aufl.), München: Vahlen. Medicus, D. & Petersen, J. (2014), <i>Grundwissen zum Bürgerlichen Recht</i> (10. Aufl.), München: Vahlen. Klunzinger, E. (2011), <i>Grundzüge des Handelsrechts</i> (14. Aufl.), München: Vahlen. Fechner, F. (2016), <i>Medienrecht</i> (17. Aufl.), Tübingen: Mohr Siebeck. Pierson, M., Ahrens, T. & Fischer, K. (2014), <i>Recht des geistigen Eigentums. Patente, Marken, Urheberrecht, Design</i> (3. Aufl.), Baden-Baden: Nomos.

Empirical Research and Statistics [Empirische Forschung und Statistik]

Module No./Code	B-STGe-ALL-EFS
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Prerequisite according to § 4 section 5 of the Study and Examination Regulations for the programme Media Management: Academic Writing and Research
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Define the goals, structure and steps of a research process as well as potential research methods.</p> <p>Use the basics of descriptive and inductive statistics such as important terms, scale levels, empirical distributions, mean measures, scattering measures, probability and test methods.</p> <p>Analyse features of functions.</p> <p>Explain the quality criteria of an empirical study and its significance for the validity of research results.</p> <p>Recognise the pros and cons of the survey methods to discuss survey, observation, content analysis in empirical social research.</p> <p>Apply deductive and inductive statistical evaluations in empirical economic and social research.</p> <p>Assess whether the conclusions of an empirical study are plausible on the basis of available data.</p> <p>Create hypotheses for a question within media research and design the appropriate research and evaluation methods for this.</p>
Course Syllabus	<p>Objectives and implementation of research projects</p> <p>Steps of research planning and phases of a research process</p> <p>Fields of application, questions and methods of qualitative and quantitative social research - in particular questioning, observation, content analysis</p> <p>Function concept and function diagram</p> <p>Linear and quadratic equations and</p> <p>Functions of a variable</p> <p>Differential calculations: slope, derivative, derivation rules</p> <p>Curve discussion: extreme values, turning points and saddle points</p> <p>Addressing hypotheses and selecting adequate survey instruments</p> <p>Draw conclusions from data</p> <p>Publication and presentation of scientific results</p> <p>Research results on the status and development of media research in the various forms of media - print, TV, radio, online media</p> <p>Criteria for assessing the quality of qualitative and quantitative social research</p> <p>Principles of descriptive statistics: basic concepts, scale levels, empirical distributions, mean measures, scattering measures</p>

	<p>Inductive statistics: probability concept, conditional probability vs. Independence, test procedures for mean comparisons and correlations</p> <p>Typical deductive and inductive statistical evaluations</p> <p>Application based on examples from empirical economic and social research</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	2 [Part-time: 2]
Type of Module	Compulsory module
Applicable to	Media Management and Journalism courses
	<p>References to:</p> <p>Academic Writing and Research</p> <p>Media and Communication Theories</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p> <p>Methods</p> <p>Data Driven Marketing</p> <p>Performance Marketing and Social Media</p> <p>Internationalisation</p> <p>Bachelor Thesis</p>
Teaching Language	German [English language version available]
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units] (also available as an online seminar)
Compulsory Literature	<p>Brosius, H., F. Haas, A. & B. Koschel (2012), <i>Methoden der empirischen Kommunikationsforschung. Eine Einführung</i>, 6. Aufl., Wiesbaden: Springer</p> <p>Grolemund, G. & Wickham, H. (2016), <i>R for Data Science</i>. http://r4ds.had.co.nz (zugegriffen am 05.04.17)</p> <p>McClave, J. T., Benson, P. G. & Sincich, T. (2008), <i>A First Course in Business Statistics</i>. New Jersey: Prentice Hall.</p>
Further Reading	<p>Atteslander, P. (2010), <i>Methoden der empirischen Sozialforschung</i> (13. Auflage), Berlin: Schmidt</p> <p>Benninghaus, H. (2007), <i>Deskriptive Statistik</i> (11. Auflage), Wiesbaden: VS-Verlag</p> <p>Bortz, J. (2010), <i>Statistik für Human- und Sozialwissenschaftler</i> (7. Auflage), Heidelberg: Springer</p> <p>Diekmann, A. (2012), <i>Empirische Sozialforschung</i> (23. Auflage), Reinbeck: Rowohlt</p> <p>Faulbaum, F. et al. (2009), <i>Was ist eine gute Frage? Die systematische Evaluation der Fragenqualität</i>. Wiesbaden: VS Verlag</p>

Frey-Vor, G., Siegert, G. & Stiehler, H.-J. (2007), *Mediaforschung*. Stuttgart

Helfferich, C. (2005), *Die Qualität qualitativer Daten. Manual für die Durchführung qualitativer Interviews*, Wiesbaden.

Irizarry, R. A. & Love, M. I. (2015), *Data Analysis for the Life Sciences*.
<https://leanpub.com/dataanalysisforthelifesciences> (abgerufen am 04.04.17)

König, E. & Zedler, P. (2002), *Qualitative Forschung*. Weinheim.

Radziwill, N. (2015), *Statistics (The Easier Way) with R: an informal text on applied statistics (5th Revision August 2016)*, San Francisco, CA: Lapis Lucera.

Schnell, R. (2012), *Survey-Interviews. Methoden standardisierter Befragungen*. Wiesbaden: VS Verlag

Teetor, P. (2011), *R Cookbook (O'Reilly Cookbooks)*, Sebastopol, CA: O'Reilly and Associates.

Management Concepts [Managementkonzepte]

Module No./Code	B-STGe-ALL-MKZ
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Basics of Business Administration
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Define management as a term and a profession.</p> <p>Have a solid understanding of business objective, mission statement, and how to apply customer centricity and CRM.</p> <p>Explain management functions and chaos management.</p> <p>Apply lean management and business reengineering as concepts.</p> <p>Learn theories and concepts including Kaizen, Continuous Improvement Process and Total Quality Management.</p> <p>Illustrate theories of change management.</p> <p>Differentiate between the respective perspectives of the Balanced Scorecard and their measurement criteria.</p> <p>Explain Smart Data Management and Big Data Analytics.</p>
Course Syllabus	<p>Business: Business mission and mission statement</p> <p>Client: Customer centricity and Customer Relationship Management (CRM)</p> <p>Cases and practical examples for the learning units 2-3</p> <p>Structure: management functions vs. chaos management / self-organisation</p> <p>Business processes: lean management and business reconfiguration</p> <p>Cases and practical examples on lean management and business reconfiguration</p> <p>Quality management: Kaizen, Continuous Improvement Process (CIP) and Total Quality Management (TQM)</p> <p>Concepts of change management and the learning Organisation</p> <p>Concept of Balanced Scorecard</p> <p>Exercises and analyses on the Balanced Scorecard concept</p> <p>Knowledge management: Smart Data Management and Big Data Analytics</p>
Total Workload	150 h [30 CH / 120 SH]
Study Semester	2 [Part-time: 2]
Type of Module	Compulsory module
Applicable to	<p>Media Management courses</p> <p>References to:</p> <p>Interdisciplinary Project, Orientation Project, Focus Project, Special Topics, Business Planning, Innovation by Design. International Management, HR and</p>

	Succession Management, Distribution Management, Fashion Business and Value Creation, Digital Business
Teaching Language	German [English language version available]
Type of Assessment	Oral exam (poster)
Teaching and Learning Methods	Seminar [2 course units] (also available as an online seminar)
Compulsory Literature	Simon, Walter (2009), Managementkonzepte von A bis Z. Managementtheorien, Führungsstrategien, Führungs-tools (2. Aufl.), Offenbach: GABAL Verlag GmbH.
Further Reading	<p>Al-Mashari, M., Zahir I. & Zairi, M. (2001), <i>Business Process Reengineering: A Survey of International Experience</i>. Business Process Management Journal, Dezember 2001, S. 437–455.</p> <p>Brown, T (2008), <i>Design Thinking</i>. Harvard Business Review, Juni 2008, S. 84–92.</p> <p>Collins, J. & Porras, J. I. (1996), <i>Building Your Company's Vision</i>. Harvard Business Review, September/Okttober 1996, S. 65–77.</p> <p>Gottfredson, M. & Aspinall, K. (2005), <i>Innovation Versus Complexity: What Is Too Much of a Good Thing?</i> Harvard Business Review, November 2005.</p> <p>Kelley, T. und Kelley, D. (2012), <i>Reclaim Your Creative Confidence</i>. Harvard Business Review, Dezember 2012, S. 1–5.</p> <p>Kotter, J. P. (2006), <i>Leading Through Change</i>, Harvard Business School Press, 2006.</p> <p>Kotter, J. P. & Cohen, D. S. (2012), <i>The Heart of Change: Real-Life Stories of How People Change Their Organisations</i>. Harvard Business Review Press, 2012.</p> <p>Malhotra, Y. (1998), <i>Business Process Redesign: An Overview</i>. IEEE Engineering Management Review, Vol. 26, Nr. 3, Herbst 1998.</p> <p>McAfee, A. & Brynjolfsson, E. (2012), <i>Big Data: The Management Revolution</i>. Harvard Business Review, Oktober 2012.</p> <p>Pfeffer, J. & Sutton, R. (2006), <i>Evidence Based Management</i>. Harvard Business Review, Januar 2006.</p> <p>Pfeffer, J. & Sutton R (2001), <i>Trust the Evidence, Not Your Instincts</i>. The New York Times, September 4, 2011.</p> <p>Serrat, O. (2009), <i>The Five Whys Technique</i>. Asian Development Bank, 2009.</p> <p>Shah, S., Horne, A. & Capella, J. (2012), <i>Good Data Won't Guarantee Good Decisions</i>. Harvard Business Review, April 2012.</p> <p>Sinek, S. (2011), <i>Start with Why: How Great Leaders Inspire Everyone to Take Action</i>. Portfolio Trade, Reprint (27. Dezember 2011).</p>

Media Economics and Politics [Medienökonomie und Medienpolitik]

Module No./Code	B-STGe-ALL-MMP
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Basic knowledge in the area of political science and business administration
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Explain key terms and content of media politics and media economics from a variety of academic perspectives.</p> <p>Understand the transformation in media-political and media economic interrelations due to changed social and technological framework conditions.</p> <p>Develop an in-depth understanding of the German media system - institutional foundations, statutory and other framework conditions.</p> <p>Differentiate between media systems and conditions in different countries and cultures.</p> <p>Interpret relevant media-political and media economic processes, outcomes, questions and decisions as part of the advancing digital revolution.</p> <p>Apply acquired knowledge to teaching projects, the internship semester as well as the Bachelor thesis.</p>
Course Syllabus	<p>Basic terms and theories surrounding media politics and media economics.</p> <p>Discourse and measures that establish a regulatory framework (laws, regulations, guidelines) for journalistic media and its room for manoeuvre.</p> <p>Mapping out actors whose interests and power constellations lie in the field of media politics and media economy.</p> <p>Media-political and economic imperatives in the European and international media environment.</p> <p>Press policy, broadcasting policy, telecommunications policy, film policy.</p> <p>European and international media politics and economics.</p> <p>Network policy and internet governance</p> <p>Ownership structures and concentration ratios in globalised media politics</p> <p>Media products and their markets</p> <p>The economic dimension of the digital developments</p> <p>Advertising circulation spiral, first-copy costs or the focus on national media markets</p> <p>Concentration developments in the international media markets</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	2 [Part-time: 4]
Type of Module	Compulsory module
Applicable to	Also in the study programme Journalism

References to:

Media and communications theories, current issues in media management, basics of business administration

Teaching Language	English [German version available]
Type of Assessment	Oral exam
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit]
Compulsory Literature	Rimscha, B. von & Siegert, G. (2015). <i>Medienökonomie. Eine problemorientierte Einführung</i> . Wiesbaden: Springer VS. Wirtz, B. W. (Ed.) (2016). <i>Medien- und Internetmanagement</i> (9th ed.). Wiesbaden: Springer Gabler.
Further Reading	Beck, K. (2012). <i>Das Mediensystem Deutschlands. Strukturen, Märkte, Regulierung</i> . Wiesbaden: VS. Ferrel Lowe, G. & Brown, C. (2016). <i>Managing Media Firms and Industries. What's so Special about Media Management?</i> Heidelberg, New York et al.: Springer. Gennis, M. & Gundlach, H. (2014) Kriterien und Bestimmung vorherrschender Meinungsmacht in konvergenten Mediumgebungen – Wer sind die Gatekeeper der Konvergenzmedien? In: <i>Media Perspektiven</i> 10/2014, pp. 507-524 Gläser, M. (2014). <i>Medienmanagement</i> (3rd ed.). München: Vahlen. Hachmeister, L. (pub.) (2008) <i>Grundlagen der Medienpolitik. Ein Handbuch</i> . München. DVA. Hallin, D., Mancini, D. (2012). <i>Comparing Media Systems Beyond the Western World</i> . Cambridge et al: Cambridge University Press. Kolo, C., Döbler, T. & Rademacher, L. (Ed.) (2012). <i>Wertschöpfung durch Medien im Wandel</i> . Baden-Baden: Nomos. Thomaß, B. (2013) (Ed.). <i>Mediensysteme im internationalen Vergleich</i> (2nd ed.). Konstanz: UVK. Trappel, J., Meier, W., d'Haenens, L. et al. (Eds.) (2011). <i>Media in Europe Today</i> . Bristol et al: Intellect. Vowe, G. (2013). <i>Durch das Netz für das Netz. 12 Thesen zur Medienpolitik in der Online-Welt</i> . In L. Hachmeister & D. Anschlag (pub.), <i>Rundfunkpolitik und Netzpolitik. Strukturwandel der Medienpolitik in Deutschland</i> . pp. 75-90. Köln. Herbert von Halem.

Online Media [Online Medien]

Module No./Code	B-STGe-ALL-OLM
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Editorial Design, Audiovisual Media (knowledge of compulsory literature and the documents for the relevant module)
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Outline the characteristics of online media and its individual service types in comparison with other media types.</p> <p>Practically apply working techniques and strategies that are specific to online media.</p> <p>Compare online media services based on their theoretical and practical competencies.</p> <p>Assess online media services with regard to quality and degree of innovation.</p> <p>Strategically, creatively and conceptually design the prototypes of a goal-oriented editorial online product in collaborative group work (synergy effects of cross-disciplinary learning).</p>
Course Syllabus	<p>Overview of communication channels and types of media products, which differentiate themselves online in Web 1.0 and Web 2.0 throughout the course of digitalisation and technological developments.</p> <p>Specific features, strengths and weaknesses of online media in comparison to other media</p> <p>Important basics of current online research (user behaviour, impact)</p> <p>Design of goal-oriented online services</p> <p>Fundamental potential and limits inherent in publishing on the web, with regard to different platforms, design, structuring, navigation, for instance.</p> <p>Introduction to the editorial creation of online media services and the principles surrounding online journalism</p> <p>Practising basic online journalistic working techniques</p> <p>Basic and up-to-date strategies and techniques specific to online media (including Content Management Systems, search engine optimisation, website usability)</p> <p>Project management, work organisation and work routines</p> <p>Observing innovative tendencies and trends</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	2 [Part-time: 4]
Type of Module	Compulsory module
Applicable to	Also in the study programme Journalism

	References to: Forms of Representation in Journalism, Media Economics
Teaching Language	English [German version available]
Type of Assessment	Project paper (portfolio)
Teaching and Learning Methods	Workshop [4 course units]
Compulsory Literature	<p>Hooffacker, Gabriele (2015). Online-Journalismus: Texten und Konzipieren für das Internet. Ein Handbuch für Ausbildung und Praxis (Journalistische Praxis) (4th ed.). Wiesbaden: Springer Fachmedien.</p> <p>Löffler, Miriam (2014). Think Content! Content-Strategie, Content-Marketing, Texten fürs Web. Bonn: Galileo Press.</p> <p>Sigler, Constanze (2010). Online-Medienmanagement: Grundlagen - Konzepte - Herausforderungen. Mit Praxisbeispielen und Fallstudien (German edition). Wiesbaden: Gabler.</p>
Further Reading	<p>Schwarzer, Bettina et al. (2013). Zeitungsverlage im digitalen Wandel: Aktuelle Entwicklungen auf dem deutschen Zeitungsmarkt (Online-Medien-Management). Baden-Baden: Nomos.</p> <p>Breyer-Mayländer, Thomas (2014). Vom Zeitungsverlag zum Medienhaus: Geschäftsmodelle in Zeiten der Medienkonvergenz. Wiesbaden: Springer.</p> <p>Küng, Lucy. <i>Innovators in Digital News</i> (RISJ Challenges Series). London & New York: I.B. Tauris.</p> <p>Küng, Lucy (2016). <i>Strategic Management in the Media: Theory to Practice</i> (2nd ed.) Los Angeles et al.: Sage.</p> <p>Erlhofer, Sebastian (2015). Suchmaschinen-Optimierung: Das umfassende Handbuch. Das SEO-Standardwerk im deutschsprachigen Raum. On- und Offpage-Optimierung für Google und Co (8th ed.). Bonn: Rheinwerk.</p> <p>Bradshaw, Paul (2017). The Online Journalism Handbook: Skills to survive and thrive in the digital age (2nd ed.) Abingdon: Taylor & Francis.</p>

Understanding Event Management [Grundlagen Eventmanagement]

Module No./Code	B-MMe-STR-GLE
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Identify traditional forms and possibilities of events.</p> <p>Explain the central societal, social and psychological mechanisms that result in the use of events.</p> <p>Illuminate the value configurations (in particular the value network), as a theoretical basis of a service platform.</p> <p>Portray the complexity of actors and their 'value proposition'.</p> <p>Determine the effects of the media as an actor.</p> <p>Analyse existing forms of events according to a classification.</p> <p>Explain the status and developments – in particular the digital transformation – on the service platforms as well as the competence in the breadth of event technology and security</p> <p>Determine the risk management for live communication.</p> <p>Strategically analyse existing types of platforms.</p>
Course Syllabus	<p>Basics of event formats and facets</p> <p>Framework conditions of experience-oriented platforms</p> <p>Methods of added value by means of events</p> <p>Exercises on the actors of event platforms and their added value</p> <p>Exercises on the media as a special actor and the impact of digital transformation</p> <p>Basics of the mechanisms, planning and implementation of event platforms</p> <p>Status quo, innovation, trends and influences of digital transformation on event platforms</p> <p>Basics of event technology and risk management from various worlds of experience</p> <p>Exercise on strategic event management</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	2 [Part-time: 4]
Type of Module	Compulsory track module
Applicable to	<p>References to:</p> <p>Basics of Business Administration</p> <p>Marketing</p> <p>Live Entertainment</p> <p>Artist Management</p>

Teaching Language	English
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit]
Compulsory Literature	<p>Bladen, C. Kennell, J., Abson, E. & Wilde, N. (2017). <i>Events Management. An Introduction</i>. Taylor & Francis, New York: Routledge.</p> <p>Nowak, V. (2017). Neukundengewinnung durch Corporate Events im Dienstleistungssektor: Entwicklungen, Anforderungen im Management von Corporate Events. Saarbrücken: AV Akademikerverlag.</p> <p>Kindler, M. (2016). Mit Currywurst auf Haifischfang?: 12 steinerne Regeln für wirkungsvolle Events. München: The Kindler.</p>
Further Reading	<p>Herbrand, N.O. (2008). <i>Schauplätze dreidimensionaler Markeninszenierungen</i>. Stuttgart: Edition Neues Fachwissen.</p> <p>Körner, V. (2002). Management der Kundenbeziehungen in den neuen Geschäftsmedien. Dissertation St. Gallen.</p> <p>Lasslop, I. (2003). Effektivität und Effizienz von Marketing Events. Wiesbaden</p> <p>Mikunda, C. (2007). <i>Marketing spüren</i>, o. O.</p> <p>Nickel, O. (pub.) (1998). Eventmarketing: Grundlagen und Erfolgsbeispiele. München.</p> <p>Norton, D. P. & Kaplan, R. (2001). Die strategiefokussierte Organisation. Führen mit der Balanced Scorecard. Stuttgart.</p> <p>Wedekind, J. & Harries, J. (2006). <i>Der Eventmanager. Medienpraxis</i>, Volume 7. Berlin: LIT.</p> <p>Wünsch, U. & Thuy, P. (2007). <i>Handbuch Event Kommunikation</i>. Berlin: Erich Schmidt Verlag.</p>

Intercultural Communication [Intercultural Communication]

Module No./Code	B-SQe-ALL-IKK
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Recognise various aspects of culture and the possible areas of application.</p> <p>Review important theories in specific management context.</p> <p>Classify and explain intercultural differences based on the learned theories in management.</p> <p>Summarise and compare concrete global intercultural differences.</p> <p>Apply an intercultural subject to a simple cultural phenomenon in a management context.</p> <p>Differentiate a real intercultural situation in a specific management context by means of a suitable theoretical approach and assign it in a suitable typology.</p> <p>Evaluate the possibilities and limitations of a foreign or self-conducted intercultural analysis and to critically review their possible own cultural "bias".</p> <p>Plan and assemble a small independent intercultural analysis related to a specific management context in a world region or a specific country, also in the form of a proper scientific paper.</p>
Course Syllabus	<p>Foundations of cultural contexts and theories (global culture, national culture, culture and ethnicity, subcultures, corporate culture, etc.)</p> <p>Significance of intercultural communication and intercultural management (culture as an important management topic)</p> <p>Cultural theories and theories of cultural changes (key concepts for the analysis of culture and cultures) including methodological considerations</p> <p>Cultural aspects of communication (influence of culture on communication and the role of communication within culture)</p> <p>Role and typologies of culture in the context of management (globalization, international companies, diversity, corporate culture, etc., Hofstede, Trompenaars et al.)</p> <p>Social, cultural and political aspects of important world regions (Latin America, subregions of Asia, Africa, Arab world, Europe, Anglo-Saxon countries)</p> <p>Importance of culture in specific management contexts: marketing and advertising, PR and corporate communications, innovation, Organisation and leadership.</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	3 [Part-time: 5]
Type of Module	Compulsory module
Applicable to	To all B.A. courses

Refers to:
 Scientific Work
 Foundations of Business Administration
 Marketing
 Media Economics and Media Policy
 Media and Communication Theories
 Strategy, Organisation and Leadership
 Current Topics
 Advanced Methods
 Bachelor Thesis

Teaching Language	English
Type of Assessment	Project paper
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [1 course unit] (also available as an online seminar)
Compulsory Literature	Deresky, H. (2014), <i>International Management. Managing Across Borders and Cultures. Text and Cases.</i> 8th edition. London: Pearson.
Further Reading	<p>Cambie, S., Ooi, Y.-M. (2009), <i>International Communications Strategy. Developments In Cross-Cultural Communication, PR and Social Media.</i> London & Philadelphia (PA), Kogan Page.</p> <p>Hall, E. T. (1976), <i>BeyondCulture.</i> New York: Anchor Books.</p> <p>Hofstede, G. (2010), <i>Cultures and Organisations. Software of the Mind.</i> 3rd edition. New York: McGraw-Hill.</p> <p>Lewis, R. D. (2005), <i>When Cultures Collide: Leading Across Cultures. Leading, Teamworking and Managing across the Globe.</i> London: Nicholas Brealey Publishing.</p> <p>Samovar, L.A., Porter, R.E. and McDaniel, R.E. (2012), <i>Intercultural Communication. A Reader.</i> 13th edition. Stamford (CT), WadsworthCengageLearning.</p> <p>Sriramesh, K., Vercic, D. (2011), <i>Culture and Public Relations. Links and Implications.</i> Abingdon & New York: Routledge.</p> <p>Trompenaars, F. and Hampden-Turner, C. (1997), <i>Riding the Waves of Culture. Understanding Cultural Diversity in Business.</i> 2nd edition. London: Nicholas Brealey Publishing.</p>

Project Management [Project Management]

Module No./Code	B-SQe-ALL-PMM
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Basics of Business Administration Management Accounting and Basics of Controlling
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Describe international standards and procedures.</p> <p>Formulate specific (SMART) project goals.</p> <p>Analyse the respective project environment / stakeholder.</p> <p>Apply relevant project management tools and methods, such as the creation of schedules and project plans, milestones and work packages.</p> <p>Apply the principles of resource planning, risk management, and project controlling.</p> <p>Understand why good project culture is characterized by trusting cooperation and diverse networking in the team, allowing mistakes and learning.</p> <p>Solve conflicts that arise in a project team.</p> <p>Determine how projects can ensure sustainability and value creation in organisations.</p> <p>Derive a form of project management specific to their study programme/field.</p> <p>Critically analyse leadership in teams.</p>
Course Syllabus	<p>Introduction to (agile) project management, definition of important terms (Kanban, Scrum, ...), international standards, literature, process models</p> <p>Project goals and project benefits, project environment</p> <p>Organisational structures in projects, programs and portfolios</p> <p>Task planning and scheduling, determination of milestones</p> <p>Team organisation, conflict management, project management</p> <p>Expense estimation methods</p> <p>Risk management</p> <p>Change management</p> <p>Quality management</p> <p>Project completion phase; Project evaluation, completion of the project</p> <p>Organisation, dissolution of the project team, lessons learned</p> <p>Trends in project management</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	3 [Part-time: 5]
Type of Module	Compulsory module

Applicable to	All B.A. courses
	<p>References to:</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p> <p>Practice Module</p> <p>Student Initiative Project</p> <p>Entrepreneurship</p> <p>Bachelor Thesis</p>
Teaching Language	English
Type of Assessment	Written exam
Teaching and Study Modules	Lecture [2 course units] / Seminar [1 course unit] (also available as an online seminar)
Compulsory Literature	<p>Cleland, David, Ireland, Lewis, (2010), <i>Project Manager's Portable Handbook</i> (3rd ed.), New York (N.Y.), McGraw-Hill Professional.</p> <p>Kloppenborg, Timothy (2011), <i>Contemporary Project Management</i> (2nd ed.), Mason (OH), South-Western Cengage Learning.</p>
Further Reading	<p>International Project Management Association (2015), <i>Individual Competence Baseline for Project, Programme & Portfolio Management</i>. 4.0 th Version, Nijkerk, The Netherlands.</p> <p>Project Management Institute (2013), <i>A guide to the Project Management Body of Knowledge. PMBOK Guide. An American National Standard</i>. (5.th Version), Pennsylvania.</p> <p>Kerzner, H. (2017), <i>Project management: a systems approach to planning, scheduling, and controlling</i>. 12.th Version. Hoboken, NJ: John Wiley & Sons, Inc.</p> <p>Web:</p> <p>https://www.pmi.org/</p> <p>http://www.ipma.world/</p> <p>http://pmworldlibrary.net/</p> <p>http://hbr.org/search/Case%20Studies/0</p> <p>http://agilemanifesto.org/iso/de/manifesto.html</p>

Business Planning [Business Planning]

Module No./Code	B-STGe-ALL-BSP
Module Length	1 semester
When Offered	At least 1x per academic year
ECTS Credits	5
Prerequisites	Recommendation: Basics of Business Administration Management Accounting and Basics of Controlling
Learning Outcomes	Upon completion of this module, students will be able to ... Explain the functions of a company. Predict market opportunities and development potential of products and services. Compare the quality of different products and services. Apply tools and theories for market and competitive analysis. Develop coherent business models with interdisciplinary teams. Write a business plan that is formally and substantially correct. Present business ideas with precision and confidence.
Course Syllabus	Organisational and legal structures of companies Corporate functions and tasks Special forms of investment and financing (e.g., startup financing) Process in business Special methods of market and competition research Sales and sales planning tools (e.g., Facebook Campaign Planner) Tools and concepts for creating business models (e.g., business model canvas, business model planning kit) Key performance indicators for business planning and young business
Total Workload	150 h [60 CH / 90 SH]
Study Semester	3 [Part-time: 5]
Type of Module	Compulsory module
Applicable to	References to: Strategy and Organisation Entrepreneurship and Management International management Digital Business
Teaching Language	English

Type of Assessment	Project paper
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units] (also available as an online seminar)
Compulsory Literature	<p>Gevurts, F.A. (2008), <i>Gevurtz's Business Planning</i> (4nd Ed.), New York: Foundation Press.</p> <p>Scarborough, N.M. (2012), <i>Effective Small Business Management – An Entrepreneurial Approach</i> (10th Ed.), Upper Saddle River, New Jersey: Pearson Education, Prentice Hall.</p> <p>Zimmerer, T.W. and Scarborough, N.M. (2007), <i>Essentials of Entrepreneurship and Small Business Management</i>, (5th Ed.), Upper Saddle River, New Jersey: Pearson Education, Prentice Hall.</p>
Further Reading	<p>Brigham, E.F. & Erhardt, M.C. (2010), <i>Financial Management, Theory and Practice</i> (13th Ed.), Mason OH: South Western Cengage Learning.</p> <p>Damodaran, A. (2001), <i>Corporate Finance. Theory and Practice</i> (2nd Edition), New York: John Wiley & Sons.</p> <p>Pinson, L. (2004), <i>Anatomy of a Business Plan: A Step-by-Step Guide to Building a Business and Securing Your Company's Future</i> (6th Edition), Chicago: Dearborn Trade.</p> <p>Siegel, E.S., Ford, B.R. & Bornstein, J.M. (1993), <i>The Ernst & Young Business Plan Guide</i>. New York: John Wiley and Son.</p> <p>Titman, M. (2007), <i>Valuation - The Art and Science of Corporate Investment Decisions</i>. Boston: Addison Wesley.</p>

Marketing [Marketing]

Module No./Code	B-STGe-ALL-MRK
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Identify challenges and tasks associated with market-orientated corporate governance.</p> <p>Explain essential marketing functions.</p> <p>Illustrate the significance of individual marketing functions for corporate success.</p> <p>Conduct methods of market and marketing research.</p> <p>Organise effective marketing campaigns.</p> <p>Review the success of marketing campaigns.</p> <p>Evaluate the contribution of creative, analytical and organisational achievements in the context of marketing projects.</p> <p>Critically compare their own analytical achievements with those of others.</p>
Course Syllabus	<p>Basics of market-oriented corporate governance</p> <p>Objectives, strategies and management concepts in companies</p> <p>Tasks, functions and methods of marketing (product policy, price policy, communications policy and distribution policy)</p> <p>Methods employed by market and marketing research (e.g. questionnaires, A/B testing, conjoint analyses)</p> <p>Basics of cognitive psychology (e.g. information processing)</p> <p>Impact and reception research (e.g. advertising impact research, target group segmentation, attention towards media content)</p> <p>Basics of performance marketing and marketing controlling (data analytics, marketing KPI)</p> <p>Basics of corporate valuation and brand management (psychological/economic assessment methods, cross-media communication in brand management)</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	3 [Part-time: 3]
Type of Module	Compulsory module
Applicable to	Also in the study programme Journalism
	<p>References to:</p> <p>Accounting</p>

	<p>Production and logistics</p> <p>Economics</p> <p>Investment and financing</p> <p>Strategy and organisation</p> <p>Entrepreneurship</p>
Teaching Language	English
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course units] (also available as an online seminar)
Compulsory Literature	<p>Farris, P., Bendle, N. Pfeifer, P & Reibstein, D. (2016). Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (3rd Edition). Saddle River, New Jersey: Pearson Education.</p> <p>Meffert, H., Burmann, C. & Kirchgeorg, M. (2011). Marketing. Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler.</p>
Further Reading	<p>Bentele, G., Buchele, M.-S., Hoepfner, J. & Liebert, T. (2009). Markenwert und Markenwertermittlung. Eine systematische Modelluntersuchung und –bewertung. 3rd edition Wiesbaden: Gabler.</p> <p>Harris, R. J. & Sanborn, F. W. (2015). A Cognitive Psychology of Mass Communication. 6th Edition. New York and London: Routledge.</p> <p>Heinrich, S. (2017). Content Marketing: So finden die besten Kunden zu Ihnen. Wiesbaden: Springer Gabler.</p> <p>Keßler, E., Rabsch, S. & Mandic, M. (2015). Erfolgreiche Websites. SEO, SEM, Online Marketing, Usability. Bonn: Rheinwerk Verlag.</p> <p>Schart, D. & Tschanz, N. (2015). Praxishandbuch Augmented Reality für Marketing, Medien und Public Relations. Konstanz und München: UVK.</p> <p>Schenk, M. (2007). Medienwirkungsforschung. 3rd completely revised edition. Tübingen: Mohr Siebeck.</p>

Interdisciplinary Project [Interdisciplinary Project]

Module No./Code	B-MMe-ALL-IDP
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	10
Prerequisites	Recommendation: Project Management (parallel)
Learning Outcomes	Upon completion of this module, students will be able to ... Recognise project risks. Determine conflict resolution strategies. Carry out scientific approaches of various disciplines. Implement relevant elements of project management in an interdisciplinary project. Work in interdisciplinary teams with students from other disciplines. Assess problematic areas. Develop individual professional skills in a broader environment. Generate practice-oriented, holistically conceived projects.
Course Syllabus	Creation of project documentation or project work Coaching of the project team Theme of the projects according to individual or group-specific interests Formation of the project Organisation (team, processes, meetings etc.) Development of concept and specification Concrete realization and project implementation Presentation of the project results
Total Workload	300 h [75 CH/ 225 SH]
Study Semester	3 [Part-time: 2]
Type of Module	Compulsory module
Applicable to	References to: Project Management Focus Project Orientation Project
Teaching Language	English
Type of Assessment	Project paper

Teaching and Learning Methods	Workshop [5 course units] (also available as an online seminar)
Compulsory Literature	<p>INSTITUTE, P. M. (Ed.), A Guide To The Project Management Body Of Knowledge: Official German Translation (2005), Project Management Inst.</p> <p>Schelle, H. (2014), Projekte zum Erfolg führen Projektmanagement systematisch und kompakt: Dtv.</p> <p>Scheurer, S., Bea, F. X., & Hesselmann, S. (2014), <i>Praxis der Projektplanung - Projektmanagement konkret</i>. Konstanz: UVK.</p>
Further Reading	<p>Defila, R., Giulio, A. D., & Scheuermann, M. (2006), <i>Forschungsverbundmanagement: Handbuch für die Gestaltung inter- und transdisziplinärer Projekte</i>, Zürich: Vdf Hochschulverlag AG an der ETH.</p> <p>Fickermann, D., & Fuchs, H. (Eds.), (2016), <i>Bildungsforschung - disziplinäre Zugänge: Fragestellungen, Methoden und Ergebnisse</i>. Münster: Waxmann.</p> <p>Frodeman, R., Klein, J. T., & Pacheco, R. C. (Eds.), (2017), <i>The Oxford handbook of interdisciplinarity</i>, Oxford: Oxford University Press.</p> <p>Jungert, M., Romfeld, E., Sukopp, T., & Voigt, U. (Eds.), (2013), <i>Interdisziplinarität Theorie, Praxis, Probleme</i>, Darmstadt: Wiss. Buchges.</p> <p>Meier, M. (2007), <i>Projektmanagement</i>, Stuttgart: Schäffer-Poeschel.</p>

Orientation Project [Orientierungsprojekt]

Module No./Code	B-MMe-ALL-OTP
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	10
Prerequisites	Prerequisite according to § 4 section 5 of the Study and Examination Regulations for the programme Media Management: Academic Writing and Research Empirical Research and Statistics
Learning Outcomes	Upon completion of this module, students will be able to ... Identify relevant topics for scientific research. Apply the appropriate scientific method (content analysis, observational, survey, etc.). Formulate scientific questions and objectives. If necessary, present the research project to a cooperation partner and coordinate with it. Edit the chosen topic in a scientific format. Embed the edited topic in a scientific context. Critically reflect the results obtained in a scientific duct. Justify the relevance of the topic.
Course Syllabus	Students independently develop a research project with a scientific focus. As part of the orientation project, the students are taught the scientific instruments of their respective course (basics, methods and techniques) and practiced on the basis of a concrete research project. The students learn to apply the knowledge conveyed in previous courses and within the framework of the project to the research project and to link it with it. Coordinate the project to the needs of a cooperation partner in the media industry Present the research results
Total Workload	300 h [75 CH / 225 SH]
Study Semester	4 [Part-time: 6]
Type of Module	Compulsory module
Applicable to	Focus Project Advanced Research Methods Management Bachelor Thesis
Teaching Language	English [German version available]

Type of Assessment	Project paper
Teaching and Learning Methods	Workshop [5 course units] (also available as an online seminar)
Compulsory Literature	Beck, Klaus (2017), <i>Kommunikationswissenschaften</i> (5. Aufl.), Stuttgart: UTB. Diekmann, Andreas (2009) <i>Empirische Sozialforschung, Grundlagen, Methoden, Anwendungen</i> (20., vollständig überarbeitete und erweiterte Neuauflage), Reinbek: Rowohlt.
Further Reading	depends on the chosen project

Digital Technologies [Digital Technologies]

Module No./Code	B-STGe-ALL-DTG
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>After completing the module students are able to ...</p> <p>Discuss current and future digital technologies.</p> <p>Explain the basics of computer science.</p> <p>Define the history and development of computer languages and their fields of application.</p> <p>Understand the function and benefits of software and its application areas.</p> <p>Describe the creative process of computer-based working and designing.</p> <p>Understand networks and data handling for design processes and digital publishing.</p> <p>Comprehend the relationships between developments in digital technologies and innovation and creativity.</p> <p>Analyse the impact of digital technologies on existing business models.</p> <p>Use data science methods to design new ideas and innovations.</p> <p>Develop user-oriented decisions regarding the application of digital technologies in the business environment.</p> <p>Assess solutions to current problems related to digital technologies.</p> <p>General impact and potential risks and benefits of digital technologies for business and society.</p> <p>Collaborate together as a team to develop a simple app for iOS or Android.</p>
Course Syllabus	<p>Technical and aesthetic aspects of computer science</p> <p>Topics and case studies on topics such as blockchain, artificial intelligence and IT infrastructures</p> <p>Importance and Development of the Internet of Things (IoT) and Sensor Technologies (e.g., Quantified Self)</p> <p>Fundamentals of Coding and Software Development as well as the API Economy</p> <p>Design Research Methods and Techniques</p> <p>Current topics and trends in the field of digital media and their significance in the historical context</p> <p>Creativity, innovation and change as fundamental concepts in business and society</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	5 [Part-time: 9]
Type of Module	Compulsory module

Applicable to	All disciplines
	<p>Refers to:</p> <p>Student Initiative</p> <p>Entrepreneurship</p> <p>Self-Management</p> <p>Advanced Research Methods Management</p> <p>Bachelor Thesis</p>
Teaching Language	English
Type of Assessment	Project paper
Teaching and Learning Methods	Workshop [3 course units] (also available as an online seminar)
Compulsory Literature	<p>Arrasjid, J. Y., Gabryjelski, M. & McCain, C. (2016), IT Architect: Foundation in the Art of Infrastructure Design: A Practical Guide for IT Architects. New Hampshire: IT Architect Resource</p> <p>Hare, K. (2017), Computer Science Principles: The Foundational Concepts of Computer Science. Yellow Dart Publishing</p> <p>Weinman, J. (2015), Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social Mobile, and the Internet of Things. Wiley</p>
Further Reading	<p>Cristal, G. (2014), Ad Serving Technology: Understand the Marketing Revelation that Commercialized the Internet. Gregory Cristal.</p> <p>Drescher, D. (2017), Blockchain Basics: A Non-Technical Introduction in 25 Steps. Frankfurt am Main: Apress.</p> <p>Norman, A. T. (2016), Hacking. Computer Hacking Beginners Guide.</p> <p>Provost, F & Fawcett, T. (2013), Data Science for Business: What you need to know about data mining and data-analytical thinking. O'Reilly.</p>

Current Issues in Media Management [Aktuelle Themen im Medienmanagement]

Module No./Code	B-MMe-ALL-AMM
Module Length:	1 semester
When offered:	At least once per academic year
ECTS Credits	5
Prerequisites:	<p>Recommendation:</p> <p>Editorial Design</p> <p>Audiovisual Media</p> <p>Media Economics and Politics</p> <p>Marketing</p> <p>Media and Communication Theories</p> <p>Strategy and Organisation</p>
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Systematically classify current processes of a media-political, media economic (political economics) or media industry (business administration) nature.</p> <p>Localise these processes in their causality (tendentially)</p> <p>Evaluate their problems,</p> <p>Contend different viewpoints on their content and/or solutions and</p> <p>Formulate solution approaches for handling these processes in a scientific way.</p>
Course Syllabus	<p>Fusion approaches and maturities (Axel Springer – ProSiebenSat.1),</p> <p>Legal business and award cycles (German football league, FIFA/UEFA/IOC competitions)</p> <p>Sales and profit crises or management strategies (music/label industry, Spotify),</p> <p>Strategic reorientation (pay/free TV such as Sky, RTL vs. streaming e.g. Netflix etc.),</p> <p>Industry law design questions (PietSmietTV - expansion of the concept of broadcasting on the internet),</p> <p>Technological development and political interests? (Switching off terrestrial radio/development of digital radio)</p> <p>Censure vs. freedom of expression (fake news, hate speech: Facebook and dealing with offensive contents),</p> <p>Industry development and alliances (Springer in Silicon Valley, Kai Diekmann to Uber)</p> <p>Legal design questions (reorientation of copyright law)</p> <p>Grey areas within the industry, grey areas within the media (spaces in a “legal vacuum”, such as Darknet)</p>
Total Workload	150 h [30 CH / 120 SH]
Study Semester	7 [Part-time: 13]

Type of Module	Compulsory module
Applicable to	References to: Basics of Business Administration, Editorial Design, Audiovisual Media, Basics of Law, Management Concepts, Media Economics and Politics, Online Media, Marketing, Strategy and Organisation, Media and Communication Theories
Teaching Language	English [German version available]
Type of Assessment	Project paper
Teaching and Learning Methods	Seminar [2 course units]
Compulsory Literature	depends on the chosen topic
Further Reading	depends on the chosen topic

Focus Project [Fokusprojekt]

Module No./Code	B-MMe-ALL-FKP
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	10
Prerequisites	Prerequisite according to § 4 section 5 of the Study and Examination Regulations for the programme Media Management: Academic Writing and Research Empirical Research and Statistics
Learning Outcomes	Upon completion of this module, students will be able to ... Recognise topics derived from a practical question / presentation (for example by a cooperation partner). Distinguish between relevant and irrelevant information within the identified topics. Derive scientific questions for the topics. Formulate exact scientific objectives for questions (research questions / hypotheses), Select appropriate scientific methods to achieve the objective. Apply scientific methods in a practical way. Analyse one's own results critically. Present one's own results in a structured manner. Organise the course of the teaching project in the group in a targeted manner.
Course Syllabus	Interdisciplinary teaching project in a demanding academic format Processing of practical questions on topics of the media industry / media management Research question preferably via cooperation partners of the university from the media industry Embedding a topic in a scientific context Independent application of scientific methodology courses (see prerequisites) Presentation of the results produced
Total Workload	300 h [75 CH / 225 SH]
Study Semester	5 [Part-time: 9]
Type of Module	Compulsory module
Applicable to	References to: Interdisciplinary Project Orientation Project Advanced Research Methods Management

	Project Management
Teaching Language	English [German version available]
Type of Assessment	Project paper
Teaching and Learning Methods	Workshop [5 course units]
Compulsory Literature	<p>Theisen, M. R. (2013), <i>Wissenschaftliches Arbeiten. Technik - Methodik – Form</i> (16. Aufl.), München: Vahlen.</p> <p>Radziwill, N. (2016), <i>Statistics (The Easier Way) with R: an informal text on applied statistics (5th Revision)</i>, San Francisco, CA: Lapis Lucera.</p> <p>Further reading depends on chosen topic</p>
Further Reading	<p>Chris Anderson (2016), TED Talks. <i>Die Kunst der öffentlichen Rede. Das offizielle Handbuch</i>. Frankfurt am Main: S. Fischer Verlag,</p> <p>Further reading depends on chosen topic</p>

Communication Skills [Kommunikationskompetenzen]

Module No./Code	B-SQe-ALL-KMK
Module Length	3 semesters
When Offered	Semester 2/4/5
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Present relevant content.</p> <p>Differentiate between important and less important contents of a communication situation.</p> <p>Summarise essential contents.</p> <p>Apply the dramaturgy of rhetorical means.</p> <p>Justify the developed analytical and creative solutions.</p> <p>Express linguistic fluency, body language and persuasive power.</p> <p>Demonstrate social competence.</p> <p>Develop convincing presentation content.</p> <p>Judge creative solutions respectfully and make good decisions according to the situation.</p>
Course Syllabus	<p>Foundations of rhetoric (in terms of voice, language, body language, dramaturgy, memorization)</p> <p>Introduction to Presentation Technology (applied to customers, clients, supervisors, fellow students)</p> <p>Development of social skills for everyday working life</p> <p>Introduction to moderation and negotiation techniques</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	5
Type of Module	Compulsory module
Applicable to	<p>All BA Disciplines</p> <p>Intercultural Communication</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p> <p>Bachelor Thesis (oral exam)</p>
Teaching Language	English [German version available]

Type of Assessment	Oral exam
Teaching and Learning Methods	Workshop [3 course units]
Compulsory Literature	Chris Anderson (2016). TED Talks. Die Kunst der öffentlichen Rede. Das offizielle Handbuch. Frankfurt am Main: S. Fischer Verlag, Kahneman (2016). <i>Schnelles Denken, langsames Denken</i> . München: Random House.
Further Reading	Argyle, M. (2005). Körpersprache und Kommunikation. Das Handbuch zur Nonverbalen Kommunikation (9. Aufl.). Paderborn: Junfermann. Bernstein, D. (1993). <i>Die Kunst der Präsentation: Wie Sie einen Vortrag ausarbeiten und überzeugend darbieten</i> (3. Aufl.). Frankfurt am Main: Campus. Bischoff, I. (2007). Körpersprache und Gestik trainieren. Auftreten in beruflichen Situationen. Ein Arbeitshandbuch. Weinheim: Beltz. Bruno, T. & Adamczyk, G. (2010). Körpersprache. Planegg: Haufe. Dürschmidt, P. et al. (2009). Methodensammlung für Trainerinnen und Trainer (5. Aufl.). Bonn: managerSeminare. Hertlein, M. (2003). Präsentieren – Vom Text zum Bild. Reinbek bei Hamburg: Rowohlt. Mehrmann, E. (2002). Schneller zum Ziel durch klare Kommunikation. Profitipps für den beruflichen Alltag. Nürnberg: BW Verlag. Meyer, M. & Schlotthauer, T. (2009). Elevator Pitching in Wiesbaden. Wiesbaden: Gabler. Nöllke, C. (2006). Präsentieren. Freiburg: Haufe. Pabst-Weinschenk, M. (2000). Reden im Studium. Ein Trainingsprogramm. Darmstadt: Wissenschaftliche Buchgesellschaft. Schulz von Thun, F. (1981). Miteinander reden (Bd. 1). Reinbek bei Hamburg: Rowohlt. Schulz von Thun, F. (1989). Miteinander reden (Bd. 2). Reinbek bei Hamburg: Rowohlt. Thiele, A. (2008). Argumentieren unter Stress (4. Aufl.). München: dtv. Thiele, A. (2007). Präsentieren Sie einfach. Frankfurt am Main: Frankfurter Allgem. Buch.

Student Initiative [Studentische Initiative]

Module No./Code	B-STGe-ALL-SIT
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <ul style="list-style-type: none"> Independently develop a suitable project idea. Compile an interdisciplinary team. Independently carry out literature and material research. Formulate problems in interdisciplinary projects. Develop solutions for challenges in interdisciplinary project management. Develop a comprehensive and coherent reasoning regarding the usefulness of a project. Apply their own abilities and strengths in interdisciplinary projects. Critically assess the importance of project results. Analyse the long-term effects of your own project. Develop a unique perspective.
Course Syllabus	<ul style="list-style-type: none"> Foundations of project management Project specific tools und methods Pitching and presentation techniques Project evaluation
Total Workload	150 h [support and advice depending on the project]
Study Semester	6
Type of Module	Compulsory module
Applicable to	<p>All B.A. Degrees</p> <p>References to:</p> <ul style="list-style-type: none"> Academic Writing and Research Empirical Research and Statistics Digital Technologies Project Management Communication Skills Entrepreneurship
Teaching Language	German or English
Type of Assessment	Project paper

Teaching and Learning Methods	No teaching, just individual support
Compulsory Literature	<p>Kerzner, H. (2017), <i>Project management: a systems approach to planning, scheduling, and controlling</i>. 12th Version. Hoboken, NJ: John Wiley & Sons, Inc.</p> <p>Lewrick, M, Link, P., Leifer, L. & Langensand, N. (2017), <i>Das Design Thinking Playbook: Mit traditionellen, aktuellen und zukünftigen Erfolgsfaktoren</i>. Vahlen.</p>
Further Reading	<p>International Project Management Association (2015), <i>Individual Competence Baseline for Project, Programme & Portfolio Management</i>. 4.0 th Version, Nijkerk, The Netherlands.</p> <p>Cleland, David, Ireland, Lewis, (2010), <i>Project Manager's Portable Handbook</i> (3rd ed.), New York (N.Y.), McGraw-Hill Professional.</p> <p>Jungert, M., Romfeld, E. Sukopp, T. & Voigt, U. (2013), <i>Interdisziplinarität: Theorie, Praxis, Probleme</i>. Darmstadt: WBG.</p>

Internship Semester [Praxismodul]

Module No./Code	B-MMe-ALL-PRA
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	20
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Apply the knowledge and abilities acquired in the study in the study course and in the respective field of study in practice.</p> <p>From the variety of methods learned in the study, to select the most suitable in practice.</p> <p>Develop concrete goals and plans for later employment.</p> <p>Evaluate the tasks performed in the practical study semester and the competencies acquired in the practical report.</p> <p>Describe the company / agency in which the practical semester was spent and the contribution made by the student.</p> <p>Work together in a team and in a professional environment.</p>
Course Syllabus	<p>Immersion module in a company or agency (at least 20 weeks)</p> <p>Immersion module report</p> <p>(Conditions see guidelines for the practical module)</p>
Total Workload	600 h [SH]
Study Semester	6 [Part-time: 12]
Type of module	Compulsory module
Applicable to	<p>All B.A. courses</p> <p>References to:</p> <p>Project Management</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p> <p>The module also has references to the basic modules of the chosen field of study</p>
Teaching Language	English [German version available]
Type of Assessment	Pass/no pass (internship report)
Teaching and Learning Methods	Experience in a company (at least 20 weeks)

Compulsory Literature	depends on the research question
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Further Reading	depends on the research question
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Entrepreneurship [Existenzgründung]

Module No./Code	B-SQe-ALL-EXG
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Transfer the essence of entrepreneurial activity and the need for lifelong learning to a sustainable personal career.</p> <p>Self-critically examine the possibilities of one's own professional development with regard to personal motivation and resilience.</p> <p>Develop and present a business or product idea in a convincing manner.</p> <p>Plan possible cooperation in a well-founded way with potential contractors, employers or financiers.</p> <p>Assess the specifics of setting up a business, in particular the associated processes as well as the opportunities and risks.</p> <p>Independently develop a "business plan" taking into account all relevant economic and legal aspects.</p> <p>Compare business models as well as success and failure of companies with economic, Organisational and content-related factors.</p>
Course Syllabus	<p>Preparation for the application phase after graduation and possible start-up as a career entry</p> <p>Introduction to the topic of entrepreneurial culture, entrepreneurial mentality and self-reliance</p> <p>Learn how to pitch to various stakeholders</p> <p>Business plan creation</p> <p>Funding, promotion and venture capital possibilities</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	7 [Part-time: 14]
Type of Module	Compulsory module
Applicable to	All B.A degrees
	<p>References to:</p> <p>Business Planning</p> <p>Interdisciplinary Project</p> <p>Orientation Project</p> <p>Focus Project</p>
Teaching Language	English [German version available]

Type of Assessment	Oral exam
Teaching and Learning Methods	Lecture [1 course unit] / Tutorial [2 course units]
Compulsory Literature	<p>Arnold, J. (2013), Existenzgründung – Businessplan und Chancen, 3. Aufl., Uvis-Verlag</p> <p>Bonnemeier, S. (2014), Praxisratgeber Existenzgründung. Erfolgreich starten und auf Kurs bleiben. München: dtv.</p> <p>Hesse, J. & Schrader, H.C. (2015), Das große Hesse/Schrader Bewerbungshandbuch. Alles, was Sie für ein erfolgreiches Berufsleben wissen müssen, Stark Verlag.</p>
Further Reading	<p>Kawasaki, G. (2015), The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Portfolio Penguin.</p> <p>Ries, E. (2011), The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation To Create Radically Successful Businesses. New York: Crown Business.</p> <p>Fink, C., Vogelsang, E. Baumann, M. (2016), Existenzgründung und Businessplan: Ein Leitfaden für erfolgreiche Start-ups. 4. Aufl., Erich Schmidt Verlag.</p> <p>Hofert, S. (2012), Praxisbuch für Freiberufler: Alles, was Sie wissen müssen, um erfolgreich zu sein (Dein Business), 7. Aufl., GABAL.</p> <p>Horowitz, B. (2014), The Hard Thing About Hard Things: Building a Business When There Are No Easy. Harper Business.</p>

Advanced Research Methods Media Management [Methodenvertiefung Medienmanagement]

Module No./Code	B-MMe-ALL-MMM
Module Length	1 semester
When Offered:	At least once per academic year
ECTS Credits	5
Prerequisites	Prerequisite according to § 4 section 5 of the Study and Examination Regulations for the programme Media Management: Academic Writing and Research Empirical Research and Statistics Admission to the Bachelor thesis must be in accordance with § 6 paragraph 2 sentence 1 of the Study and Examination Regulations for the study programme Media Management.
Learning Outcomes	Upon completion of the module, students will be able to... Identify the structure and design of an empirical study. Apply current phenomena as a basis of the empirical study. Establish the structure and content using 'best practice' examples from applied research. Evaluate the relevance and added value of the anticipated research findings for the purpose of research and practice. Assess workshops with a quality strategy in the area of problem solving as an investigation strategy as well as the research project. Design project plans (process, environment and person) for the empirical study. Construct and deriving the first basic conceptual system models applied to the selected question and phenomenon. Develop high-quality empirical questions regarding the established phenomenon in the form of questions, statements or hypotheses. Generate high-grade search strings and the allocation of literature volumes. Devise text modules for research phenomena and relevance. Develop inductive and deductive processes as well as descriptive and analytical methods of evaluation for the planned research.
Course Syllabus	Consolidating the systematic development of your own high-grade research question Transparent delimitation of literature areas Exercises on creativity in the method design Drawing up a project plan, which not only integrates the process but also the environment and person. Exercises aimed at critically reflecting upon your own research project. Producing a scientific report on the opportunities for financing, funding and risk capital
Total Workload	150 h [30 CH / 120 SH]

Study Semester	7 [Part-time: 9]
Type of Module	Compulsory module
Applicable to	References to: Academic Writing and Research Empirical Research and Statistics Orientation Project Focus Project Bachelor Thesis
Teaching Language	English [German version available]
Type of Assessment	Pass/no pass [creating an exposé for the Bachelor thesis]
Teaching and Learning Methods	Seminar [2 course units]
Compulsory Literature	Brosius, H., F. Haas, A. & B. Koschel (2012). <i>Methoden der empirischen Kommunikationsforschung. Eine Einführung.</i> , 6th ed., Wiesbaden: Springer Rösler (2017). <i>Inhaltsanalyse.</i> , 3rd ed., Konstanz München: UVK.
Further Reading	<p>Atteslander, P. (2010): <i>Methoden der empirischen Sozialforschung</i> (13th edition). Berlin: Schmidt</p> <p>Diekmann, A. (2012): <i>Empirische Sozialforschung</i> (23rd edition). Reinbeck: Rowohlt</p> <p>Grolemund, G. & Wickham, H. (2016): <i>R for Data Science</i>. http://r4ds.had.co.nz (accessed on 05/04/17)</p> <p>Helfferich, C. (2005): <i>Die Qualität qualitativer Daten. Manual für die Durchführung qualitativer Interviews.</i>, Wiesbaden.</p> <p>Kühn, T. & Koschel, K. (2018). <i>Qualitative Markt- und Konsumforschung</i>. Berlin: Springer.</p> <p>Lauro C.N., Amaturio, E., Grassia, M.G., Aragona, B. & Marino, M. (2017). <i>Data Science and Social Research</i>. Berlin: Springer.</p> <p>Maggino, F. (2017). <i>Complexity in Society: From Indicators Construction to their Synthesis</i>. Berlin: Springer.</p> <p>McClave, J. T., Benson, P. G. & Sincich, T. (2008): <i>A First Course in Business Statistics</i>. New Jersey: Prentice Hall.</p> <p>Popper, K. (2002). <i>The Logic of Scientific Discovery</i>. New York: Routledge.</p> <p>Schnell, R., Hill, P. & Esser, E. (2005), <i>Methoden der empirischen Sozialforschung</i>. München: Oldenbourg.</p> <p>Stegmaier Peter (2017). <i>Qualitative Forschungsprozesse: Drei Verfahrensmodelle im Vergleich</i>. Berlin: Springer.</p> <p>Töpfer, A. (2009). <i>Erfolgreich Forschen</i>. Berlin: Springer.</p> <p>Wegener, C., Meier, N. & Maslo, E. (2017). <i>Cultivating Creativity in Methodology and Research</i>. London: Palgrave Macmillan.</p> <p>Winston, W. (2014). <i>Microsoft Excel 2013 Data Analysis and Business Modeling</i>. Sebastopol, CA: O'Reilly Media.</p>

Strategy and Organisation [Strategie und Organisation]

Module No./Code	B-STGe-ALL-SOG
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5 ECTS
Prerequisites	Recommendation: Basics of Business Administration Management Concepts
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Define the functions, process, and skills management.</p> <p>Recognise organisational management decisions in the company as a strategic complex system.</p> <p>Assess the importance of corporate governance, corporate ethics, and responsible behavior of a manager.</p> <p>Apply various methods for the strategic positioning of a company as well as various methods for strategy determination and implementation (such as scenario technique and BCG matrix)</p> <p>Design process models for the implementation of operative planning and control systems.</p> <p>Create procedural models for the design of organisational structures, change processes and the design of new organisational forms.</p> <p>Develop a position on the question of how and to what extent corporate culture can be shaped at all.</p> <p>Conclude on the basis of real practical examples, how to develop and implement strategies and organisations as a manager.</p>
Course Syllabus	<p>Management: functions, process and competences</p> <p>The company as a complex system: system, environment, complexity and design of system relationships</p> <p>Normative management: corporate governance, corporate ethics, and manager responsibility</p> <p>Strategic management: strategic analysis, strategy determination and implementation</p> <p>Operational planning and control</p> <p>Organisation of organisational structures, change management, innovation and new forms of organisation</p> <p>The informal organisation: corporate culture</p> <p>Case studies on strategy development and organisational development</p>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	5 [Part-time: 11]
Type of Module	Compulsory module

Applicable to	Media Management
	References to: Entrepreneurship Special Topics Bachelor Thesis
Teaching Language	English [German version available]
Type of Assessment	Oral exam (poster)
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit] (also available as an online seminar)
Compulsory Literature	Schreyögg, G. & Koch, J. (2014), <i>Grundlagen des Managements: Basiswissen für Studium und Praxis</i> . 3. Auflage. Wiesbaden: Gabler.
Further Reading	<p>Bea, F. X. & Haas, J. (2012), <i>Strategisches Management</i>. 6., vollst. überarb. Aufl. Stuttgart: UTB.</p> <p>Drucker, P. F. (2009), <i>Management</i>. Frankfurt: Campus Verlag.</p> <p>Johnson, G. et al. (2016), <i>Strategisches Management: Eine Einführung</i>. 10. Auflage. Pearson. (Engl. Titel: Exploring Strategy: Text & Cases, 11th edition, 2016)</p> <p>Harrison, J.S. & St. John, C. (2014), <i>Foundations in Strategic Management</i> (6th ed.), Cengage Learning.</p> <p>Hungenberg, H. (2014), <i>Strategisches Management in Unternehmen: Ziele – Prozesse – Verfahren</i>. 8. Auflage. Wiesbaden: Gabler.</p> <p>Kieser, A. & Welgenbach, P. (2010), <i>Organisation</i>. Schäffer Poeschl.</p> <p>Kolo, C. (2013), Unternehmensführung und Strategie. In: Schneider, Martin (Hrsg.), <i>Digitale Innovationen – Crossmediale Strategien. Sammelband: Management von Medienunternehmen</i>. Wiesbaden: Springer. S. 185-224.</p> <p>Mintzberg, H. (1994), <i>The rise and fall of strategic planning: reconceiving roles for planning, plans, planners</i>. New York: The Free Press.</p> <p>Rüegg-Stürm, J. & Grand, S. (2017), <i>Das St. Galler Management-Modell</i>. 3. Auflage. Bern: Haupt Verlag.</p> <p>Sjurts, Insa (2005), <i>Strategien in der Medienbranche</i>, Grundlagen und Fallbeispiele. 3., vollst. überarb. u. erw. Aufl. Wiesbaden: Gabler.</p> <p>Wirtz, Bernd W. (2016), <i>Medien- und Internetmanagement</i>. 9. Auflage. Wiesbaden: Gabler.</p>

Bachelor Thesis [Bachelor Thesis]

Module No./Code	B-MMe-ALL-BTH
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	15
Prerequisites	Fulfilment of the requirements for Bachelor Thesis enrolment according to § 10 section 3 sentence 1 of the General Study and Examination Regulations and § 6 section 2 sentence 1 of the Study and Examination Regulations of the programme Media Management
Learning Outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>Investigate a task independently and with reference to a theoretical introduction and framing of the topic methodically justified.</p> <p>Apply the knowledge gained throughout the degree in an application-oriented manner and with a view to a concrete object of study in a structured and plausible way.</p> <p>Determine the questions derived from the object of investigation by means of analytical and empirical methods.</p> <p>Choose current management models and skills.</p> <p>Adequately derive the theoretical and practical challenges facing companies (digital transformation).</p>
Course Syllabus	<p>Preparing an academic paper on a specific, preferably also up-to-date topic. Based on theoretical considerations as well as independent thinking, the academic paper is expected to contain clearly articulated findings and conclusions. Preference is given to an empirical approach.</p> <p>The objective, approach and methodological implementation of the paper is presented and critically reflected upon during the oral exam.</p>
Total Workload	450 h [SH]
Study Semester	7 [Part-time: 14]
Type of Module	Compulsory module
Applicable to	<p>References to:</p> <p>Academic Writing and Research</p> <p>Focus Project</p> <p>Management Concepts</p> <p>Strategy and Organisation</p> <p>Entrepreneurship</p> <p>Current Issues in Management</p> <p>Further connections depend on the field of study and the chosen topic of the bachelor thesis</p>
Teaching Language	English [German version available]

Type of Assessment	Bachelor thesis (80%), oral exam (20%)
Teaching and Learning Methods	Individual support
Compulsory Literature	depends on the chosen topic
Further Reading	depends on the chosen topic

B) Compulsory Elective Modules

Media and Communication Management

Media and Communication Theories [Medien- und Kommunikationstheorien]

Module No./Code	B-STGe-ALL-MKT
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Academic Writing and Research Empirical Research and Statistics
Learning Outcomes	Upon completion of the module, students will be able to... Interpret the fundamental theories and models of media and communication science. Implement the basic theories and models of media and communication science with a special focus on the areas of media management and journalism. Differentiate the basic theories and models of media and communication science with a special focus on the areas of media management and journalism. Examine the phenomena of practice from theoretical perspectives. Assess the potential impact of the communication.
Course Syllabus	Introduction to the central fields of knowledge and theories of media and communication science Comparison of the terms media and communication in different academic disciplines Becoming acquainted with and understanding central models of communication and mass communication Becoming familiar with and applying (in context) media theories and especially the journalistic and communication science theory approaches such as stimulus response, uses and gratification, dynamic transactional approach, two-step flow, gate keeping, cultivation or agenda setting
Total Workload	150 h [45 CH / 105 SH]
Study Semester	4 [Part-time: 4]
Type of Module	Compulsory module
Applicable to	References to: Advanced Research Methods Basics of Journalism Media Economics
Teaching Language	English [German version available]

Type of Assessment	Oral exam
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit] (also available as an online seminar)
Compulsory Literature	Beck, Klaus (2017). <i>Kommunikationswissenschaften</i> (5th ed.). Stuttgart: UTB. Burkart, R. (2002). <i>Kommunikationswissenschaft. Grundlagen und Problemfelder</i> . Stuttgart: UTB.
Further Reading	Burkart, R. & Hömberg, W. (pub.) (2007). <i>Kommunikationstheorien. Ein Textbuch zur Einführung</i> . Wien: Braumüller Bonfadelli, H., Jarren, O. & Siegert, G. (pub.) (2010). <i>Einführung in die Publizistikwissenschaft</i> . (3rd edition) Stuttgart: UTB. Jäckel, M. (2012). <i>Medienwirkungen. Ein Studienbuch zur Einführung</i> . Wiesbaden: VS Löffelholz, M. (pub.) (2004). <i>Theorien des Journalismus. Ein diskursives Handbuch</i> . (2nd edition) Wiesbaden: Westdeutscher Verlag. Luhmann, N. (2004). <i>Die Realität der Massenmedien</i> . Opladen: Westdeutscher Verlag Merten, K., Schmidt, S. & Weischenberg, S. (pub.) (1994). <i>Die Wirklichkeit der Medien. Eine Einführung in die Kommunikationswissenschaft</i> . Opladen: Westdeutscher Verlag Pürer, H. (2014). <i>Publizistik und Kommunikationswissenschaft. Ein Handbuch</i> . (2nd edition) Stuttgart: UTB Schmidt, S. & Zurstiege, G. (2000). <i>Kommunikationswissenschaft. Was sie kann, was sie will</i> . Reinbek: Rowohlt.

Strategic Corporate Communication [Strategie und Praxis der Unternehmenskommunikation]

Module No./Code	B-STGe-STR-SPU
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	None
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Discern different definitions of strategy in the communicative context as well as their potential areas of application.</p> <p>Identify important theories and typologies of network theories and social media/Web 2.0 description formulae.</p> <p>Explain the strategic significance of communication for companies and other organisations.</p> <p>Compare the advantages and disadvantages of the strategic use of communication tools.</p> <p>Independently apply levels and steps in the process of strategic communication planning.</p> <p>Differentiate individual elements of a real situation in corporate communication with regard to strategy and practice.</p> <p>Critically review the success and failure of strategically planned measures, including your own.</p> <p>Independently plan a communications concept from the analysis and strategy, through to the individual measures of implementation.</p>
Course Syllabus	<p>Consolidation of communication management with a strategic focus in the context of corporate communication for companies as well as for non-profit and/or political organisations</p> <p>Linking organisational goals (e.g. commercial value creation or social mission), stakeholder management and concrete communication measures</p> <p>Strategic communications planning as a process extending from the analysis to the identification of target groups and efficiency goals through to positioning, key messages and central ideas</p> <p>Different tools of corporate communication such as press releases and printed journalism, events and live communication along with online and virtual formats</p> <p>Internet and social media as potential tools within the strategic communication management including basics of network theory and social media/Web 2.0 description formulae</p> <p>Final measurement of the successful achievement of strategic objectives in the context of extensive empirical evaluation</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	4 [Part-time: 6]
Type of Module	Compulsory elective module

Applicable to	Also compulsory elective module in the study programme Media Management in the fields of study PR and Communication Management. In the study programme Journalism in the field of study PR and Corporate Communication
	References to: Basics of Communication Management, Brand Journalism and Crisis Communication, Internal Communication and Corporate Media, Brand Management and Integrated Communication, Performance Marketing and Social Media, Campaigning and Cross Media, Basics of Business Administration, Marketing, Media and Communication Theories, Strategy and Organisation
Teaching Language	English [German version available]
Type of Assessment	Written exam
Teaching and Learning Methods	Lecture [2 course units] / Seminar [2 course units]
Literature	Gemeinschaftswerk der Evangelischen Publizistik (pub.): <i>Öffentlichkeitsarbeit für Non-Profit-Organisationen</i> . Wiesbaden: Gabler. Mast, Claudia (2015): <i>Unternehmenskommunikation</i> . Ein Leitfaden. 6th ed. Konstanz: UTB.
Further Reading	Bruhn, Manfred / Esch, Franz-Rudolf / Langer, Tobias (pub.) (2016): <i>Handbuch Strategische Kommunikation: Grundlagen – Innovative Ansätze – Praktische Umsetzungen</i> . Wiesbaden: Springer. Buchele, Marc-Steffen / Pollmann, Rainer / Schmidt, Walter (2016): <i>Kommunikationscontrolling. Konzeption und Implementierung eines Controlling-Systems für die Unternehmenskommunikation</i> . Freiburg: Haufe. Hansen, Renée / Bernouilly, Stephanie (2013): <i>Konzeptionspraxis. Eine Einführung für PR- und Kommunikationsfachleute</i> . Frankfurt: Frankfurter Allgemeine Buch. Michelis, Daniel (2015). <i>Social Media Handbuch: Theorien, Methoden, Modelle und Praxis</i> (3rd ed.). Baden-Baden: Nomos. Piwinger, Manfred & Zerfaß, Ansgar (pub.) (2014). <i>Handbuch Unternehmenskommunikation</i> (2nd ed.). Wiesbaden: Gabler. Stegbauer, Christian & Häußling, Roger (pub.) (2011). <i>Handbuch Netzwerkforschung</i> . Wiesbaden: Verlag für Sozialwissenschaften.

Campaigning and Crossmedia [Campaigning und Crossmedia]

Module No./Code	B-STGe-STR-CUC
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Foundations of Brand Management and Integrated Communications
Learning Outcomes:	<p>Upon completion of this module, students will be able to ...</p> <p>Understand basic concepts of cross-media campaigning and types of campaigning from the beginning of the 20th century to the present day.</p> <p>Apply a goal-oriented campaign process and from problem definition to budgeting.</p> <p>Apply (online) tools to campaign planning and management.</p> <p>Determine relevant consumer insights and touchpoints from market, competitive, trend, media usage and consumer data.</p> <p>Evaluate creative techniques, campaign mechanics, and channel strategies for their suitability to solve campaign tasks.</p> <p>Develop a multi-media campaign concept.</p> <p>Critically review persona performance in the context of cross-media campaigning.</p>
Course Syllabus	<p>Concept of multi-media campaign management with application examples from business, culture, society and politics</p> <p>Process of integrated brand communication and campaigning</p> <p>Importance of consumer insights and customer journey for cross-media campaigns</p> <p>Creativity techniques and campaign mechanics</p> <p>(Online) Tools for planning and managing campaigns</p> <p>Organisation, processes and workflow in creative agencies</p> <p>Project calculation and pitching</p> <p>Key figures and methods of campaign evaluation</p>
Total Workload	150 h [45 CH / 105 SH]
Semesters	4 [Part-time: 6]
Type of Module	Compulsory elective module
Applicable to:	<p>Media Management, PR and Communication Management and Brand Communication and Advertising. In the degree programme Journalism in the track PR and Corporate Communication. In the degree programme Design in the track Art Direction</p> <p>References to: Performance Marketing and Social Media, Orientation Project, Special Topics</p>
Teaching Language	English

Type of Assessment	Project paper
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit]
Compulsory Literature	<p>Busch, O. (2016), Programmatic Advertising. The Successful Transformation to Automated, Data-Driven Marketing in Real-Time. Wiesbaden: Springer.</p> <p>Berry, P. (2016), <i>The Advertising Concept Book</i>. London: Thames & Hudson.</p> <p>Pietzcker, D. (2016), Kampagnen führen. Potenziale professioneller Kommunikation im digitalen Zeitalter. Wiesbaden: Springer Gabler.</p>
Further Reading	<p>Baetzgen, A. (Hrsg.) (2015), <i>Brand Experience</i>. Stuttgart: Schaeffer-Poeschel.</p> <p>Baringhorst, S., Kneip, V., März, A., Niesyto, J. (2010), Unternehmenskritische Kampagnen. Politischer Protest im Zeichen digitaler Kommunikation. Wiesbaden: Springer VS.</p> <p>Busch, O. (2014) (Hrsg.), Realtime Advertising. Digitales Marketing in Echtzeit: Strategien, Konzepte und Perspektiven. Wiesbaden: Springer Gabler.</p> <p>Cristal, G. (2014), Ad Serving Technology: Understand the Marketing Revelation that Commercialized the Internet. Gregory Cristal.</p> <p>Felton, G. (2013, 3rd edition), <i>Advertising and Copy</i>. NYC: Norton Company.</p> <p>Juska, J. M. (2018), Integrated Marketing Communication. Advertising and Promotion in a Digital World. London: CRC Press, Taylor & Francis.</p> <p>Heinrich, S. (2016), Content Marketing: So finden die besten Kunden zu Ihnen: Wie Sie Ihre Zielgruppe anziehen und stabile Geschäftsbeziehungen schaffen. Wiesbaden: Springer Gabler.</p> <p>Johnson, D. W. (2016), Campaigning in the Twenty-First Century. Activism, Big Data and Dark Money. New York: Routledge.</p> <p>Lammenett, E. (2017), Online-Marketing-Konzeption. Der Weg zum optimalen Online-Marketing-Konzept. Create Space.</p> <p>Lilleker, D., Jackson, N.A. (2011), Political Campaigning, Elections and the Internet. Comparing the US, UK, France and Germany. Milton Park: Routledge.</p> <p>Pricken, M. (2010), Kribbeln im Kopf. Kreativitätstechniken & Denkstrategien für Werbung, Marketing & Medien. Mainz: Schmidt.</p> <p>Rustler, F. (2016), <i>Denkwerkzeuge der Kreativität und Innovation</i>. 2. akt. u. erw. Aufl., Zürich: Mldas Management.</p>

Customer Experience Management [Customer Experience Management]

Module No./Code	B-STGe-STR-CEM
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Marketing
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Compare historical stations in experience marketing with the current situation.</p> <p>Understand psychological basics of perception in terms of their suitability for experience marketing.</p> <p>Apply the theoretical foundations of 5-sense PR to case studies of customer experience management.</p> <p>Explain how customer satisfaction is built up as a theoretical construct.</p> <p>Subdivide existing customer experiences in the form of customer journey processes.</p> <p>Apply the theoretical basics of user experience to digital devices.</p> <p>Assess the possibilities of using digital media to improve the customer experience in a situation-oriented manner.</p> <p>Design a customer journey based on digital technology.</p> <p>Use qualitative and quantitative tools to measure the customer journey.</p>
Course Syllabus	<p>Introduction and historical developments in experience marketing</p> <p>Experience reception: seeing, hearing, movement, body, smelling and tasting.</p> <p>Experience reception: multisensory perception and synesthesia</p> <p>Perception, storage of information and behavior</p> <p>Fundamentals communication for customer approach</p> <p>Basics of customer satisfaction for customer experience management</p> <p>Customer journey as a theoretical process and analysis of existing customer experience processes</p> <p>User experience and digital devices</p> <p>Digital devices in the customer journey</p> <p>Model customer journey processes</p> <p>Apply tools to measure customer journey processes</p>
Total Workload	150 h [60 CH / 90 SH]
Study Semester	4 [Part-time: 6]
Type of Module	Compulsory elective module
Applicable to	Related to: Fashion Business and Value Creation, Special Topics

	Also in the course of studies Management Degree in Commerce and Logistics and Tourism Management, as well as in the Media Management degree programme in Event Management and Tourism Marketing and PR
Teaching Language	English [German version available]
Type of Assessment	Project paper
Teaching and Learning Methods	Workshop [4 course units]
Compulsory Literature	Bruhn, M., Hadwich, K. (Hrsg.) (2012), Customer Experience Management. Wiesbaden: Springer Gabler.
Further Reading	<p>Bauer, V. (2014), Ein Instrument zur Messung von Kundenzufriedenheit. Theoretische Grundlagen, empirische Untersuchungen und konzeptionelle Ausarbeitung für Dienstleistungsunternehmen. Hamburg: Igel Verlag.</p> <p>Fritzsimmmons, J. A. & Fritzsimmmons M. (2011), Service Management – Operations, Strategy and Information Technology (7th Edition), New York: McGraw-Hill.</p> <p>Fließ, S. (2009), Dienstleistungsmanagement: Kundenintegration gestalten und steuern. Wiesbaden: Gabler.</p> <p>Goldstein, B. (2014), Wahrnehmungspsychologie: Der Grundkurs. Heidelberg: Springer.</p> <p>Lovelock, C. H. & Wirtz, J. (2011), Service Marketing. People, Technology, Strategy (7th Edition), New York: Prentice Hall.</p> <p>McKinsey (Hrsg.) (2016), Customer Experience. Creating Value through transforming customer journeys. McKinsey & Company Practice Publications.</p> <p>Schönhammer, R. (2013), Einführung in die Wahrnehmungspsychologie. Stuttgart: UTB Verlag.</p>

Performance Marketing and Social Media [Performance Marketing und Social Media]

Module No./Code	B-STGe-STR-PSM
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	<p>Recommendation:</p> <p>Foundations of Brand Management and Integrated Communications</p> <p>Basics of Business Administration</p> <p>Online Media</p> <p>(knowledge of the compulsory literature and the documents of the corresponding modules)</p>
Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <p>Define the central terms digitalisation, social media, online marketing online advertising, performance marketing and content marketing.</p> <p>Derive the requirements and possibilities for brand management resulting from digitalisation.</p> <p>Name the different formats, methods and channels of online marketing.</p> <p>Explain these also in terms of your distinction to the disciplines of social media marketing and content marketing.</p> <p>Evaluate the suitability of the formats, methods and channels in strategic planning for different scenarios.</p> <p>Analyse cases and application examples from the areas of performance marketing and social media marketing.</p> <p>Systematically assess these cases based on the theoretical knowledge imparted.</p> <p>Judge the success of campaigns in the areas of performance marketing and social media marketing by means of a well-founded selection of different KPIs.</p>
Course Syllabus	<p>Importance of digitalisation for marketing and branding</p> <p>Special features of digital brand management, digital marketing</p> <p>Strategic planning</p> <p>Online advertising</p> <p>Methods of online marketing</p> <p>Channels of online marketing</p> <p>Social media marketing</p> <p>Content marketing</p> <p>Performance measurement, KPIs</p> <p>Cases / best practices</p>
Total Workload	150h [60 CH / 90 SH]
Study Semester	5 [Part-time: 11]

Type of Module	Compulsory elective module (also an elective for Management and Marketing Management and Marketing Analytics)
Applicable to	References to: Special Topics Also in the Management degree programme in Marketing Management and Marketing Analytics
Teaching Language	English
Type of Assessment	Project paper
Teaching and Learning Methods	Lecture [2 course units] / Tutorial [2 course units]
Compulsory Literature	Chaffey, D., &. (2017, 5th ed.), Digital marketing excellence: Planning, optimizing and integration online marketing. London New York: Routledge. Rowles, D. (2014), Digital branding: A complete step-by-step guide to strategy, tactics and measurement. London [u.a.]: Kogan Page.
Further Reading	Busch, O. (2014) (Hrsg.), Realtime Advertising. Digitales Marketing in Echtzeit: Strategien, Konzepte und Perspektiven. Wiesbaden: Springer Gabler. Clarke, A. (2015), Search engine optimization 2016: Learn SEO with smart internet marketing strategies. Digital Book Guru. Eck, K., & Eichmeier, D. (2014), Die Content-Revolution im Unternehmen: Neue Perspektiven durch Content-Marketing und –Strategie. 1. Auflage., Freiburg München: Haufe-Lexware GmbH & Co. KG. Halligan, B. & Dharmesh S. (2014, 2nd ed.), Inbound Marketing: Attract, Engage, and Delight Customers Online. Hoboken, New Jersey: Wiley. Nakara, W.A., Benmoussa, F-Z. & Jaouen, A. (2012), Entrepreneurship and social media marketing: evidence from French small business. Int. J. Entrepreneurship and Small Business, Vol. 16, No. 4, pp.386–405. Plume, C. J., &. (2017), Social media in the marketing context: A state of the art analysis and future directions. Amsterdam: Chandos Publishing. Pulizzi, J. (2013), Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less. Ort: McGraw-Hill Education Schwarz, T. (2015) (Hrsg.), Big Data im Marketing. Chancen und Möglichkeiten für effektive Kundenansprache. Freiburg: Haufe. Siegel, E. (2013), Predictive Analytics: the power to predict who will click, buy, lie or die. Hoboken. New Jersey: John Wiley & Sons.

Special Topics in Media and Communication Management [Spezielle Themen im Medien- und Kommunikationsmanagement]

Module No./Code	B-MMe-MKM-SPT
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	Recommendation: Sound knowledge in the respective field of study
Learning Outcomes	Upon completion of the module, students will be able to... Identify the challenges and potential inherent in current trends, in particular, digitalisation for the field of study Develop an exemplary solution for a specific problem Design solutions for a problem in collaborative group work (team oriented) Devise creative and well-founded innovative solutions to a digital challenge Select their own topics that are relevant for the field of study and are highly controversial at the moment Critically discuss an independently researched topic while taking account of the latest scientific research
Course Syllabus	Specific issues and developments of the respective field of study with current reference and high relevance Overview of the challenges and potential surrounding digitalisation for the relevant field of study
Total Workload	150h [45 CH / 105 SH]
Study Semester	5 [Part-time: 11]
Type of Module	Compulsory track module in the relevant field of study
Applicable to	References to all modules in the relevant field of study
Teaching Language	English [German version available]
Type of Assessment	Project paper
Teaching and Learning Methods	Seminar [3 course units]
Compulsory Literature	depends on the tasks and objectives
Further Reading	depends on the tasks and objectives

Brandmanagement

Basics of Brand Management and Integrated Communication [Grundlagen Markenmanagement und integrierte Kommunikation]

Modul-Nr./ Code	B-STG-STR-GMI
Modulduration:	1 Semester
Turnus:	At least once per academic year
ECTS-Credits	5
Requirements/ Recommendations	<i>none</i>

Learning Outcomes		Niveau ¹
After completing the module, students will be able to ...		
define the various terms in brand management and implement communication discussed in the scientific literature using practical examples.		1
discuss current opportunities and risks of brand management and integrated communication.		2
explain the components of successful brand strategies theoretically and methodically.		2
apply models of brand management and brand design in practice.		3
differentiate between relevant target figures and value creation approaches.		4
critically explain growth strategies of modern brand management.		2
develop creative strategies and instrument recommendations for various campaign scenarios.		6
develop an ethical awareness in the context of brand management and campaigns.		6

Course Syllabus

Keywords in brand management and integrated brand communication

Brands and Communication in the Context of Globalization, Sustainability and Digital Transformation

Components of successful brand strategies: Target figures, positioning, brand resonance and value creation

Design and implementation of brand strategies: Branding, marketing program and integrated brand communication

Success factors of successful brand design: formation of associations, creative strategies, communication channels

Measurement and interpretation of brand performance

Growth strategies and application examples of modern brand management

Total workload	150 h [45 LVS / 105 SSZ]
semester	2 [Recommended position for part-time versions: 2]
Type of Module	Compulsary elective module
Applicable to:	Also in the Design course of studies in Design Management and Art Direction as well as in the Management course of studies in Marketing Management.
References to:	Basics of business administration, basics of communication management, marketing. Campaigning and Crossmedia, Media Planning and Targeting, Performance Marketing and Social Media, Current Topics, Campaigning and Crossmedia, Media Planning and Targeting, Performance Marketing and Social Media, Current Topics
Language	English [German version available]
Type of examination	Written exam
Teaching and learning methods of the module	Lecture [2 SWS] / Seminar [1 SWS]
Compulsory literature	Rosenbaum-Elliott, R., Percy, L. & Simon Pervan (2018, 4th ed.). Strategic Brand Management. Oxford University Press Moriarty, S., Mitchel, N., Wood, C. & Wells, W. (2018, 11th ed.). Advertising & IMC. Principles and Practice. Global Edition. Edinburgh Gate, Harlow, Essex CM20 2JE, England: Pearson Education.
Further reading	Ang, L. (2014). Principles of Integrated Marketing Communications. Port Melbourne, New York, Singapore: Cambridge University Press. Burmans, C.; Riley, N.M.; Halaszovich, T; Schade, M. (2017). Identity-Based Brand Management: Fundamentals—Strategy—Implementation—Controlling, 1. Auflage, Wiesbaden: Springer Gabler. Clow, K.; Baack, D.E. (2016, 7 th ed.). Integrated Advertising, Promotion, and Marketing Communications. Global Edition. Edinburgh Gate, Harlow, Essex CM20 2JE, England: Pearson Education. Keller, K.L. (2013, 4th rev. ed.). Strategic Brand Management. Global Edition. Edinburgh Gate, Harlow, Essex CM20 2JE, England: Pearson Education. Motee, I. (2013). 60-Minute Brand Strategist. The Essential Brand Book for Marketing Professionals. Hoboken, NJ: Wiley & Sons. De Pelsmacker, P.; Geuens, M; Vand den Bergh, J. (2018). Marketing Communications: A European Perspective. 6th ed., Edinburgh Gate, Harlow, Essex CM20 2JE, England: Pearson Education. Heding, T.; Knudtzen, C.F.; Bjerre, Mogens (2016, 2nd rev. ed.). Brand Management, Theory and Practice. London, New York: Routledge.

Media Planning and Targeting [Media Planning und Targeting]

Module No./Code	B-STG-STR-MPT	
Module Length	1 semester	
When Offered	At least once per academic year	
ECTS Credits	5	
Prerequisites	Recommendation: Basics of Business Administration Marketing	
Learning Outcomes	Upon completion of the module, students will be able to... define basic terms, metrics and formulas for measuring media performance understand current trends in media research and media planning. calculate metrics using media software, online tools and databases. critically compare media strategies and services. decide which targeting options, ad server techniques and buying strategies are most appropriate in different campaign scenarios. develop alternative media strategies and plans as well as methods for measuring the success of cross-media campaigns. assign tasks of media planning in teams.	Niveau ¹ 1 2 3 2 5 6 6
Course Syllabus:	Trends and case studies of media research and media planning Metrics and formulas for measuring and evaluating media services for media planning and buying Software, online tools, studies, databases Media planning process: setting objectives, implementation, evaluation of alternative media and cost plans, marketing and advertising strategy, competition activities, creation and budget Digital Media Planning and Buying: targeting options, microtargeting, Programmatic Advertising and Realtime Bidding Advertising tracking and optimization Management and organization of media planning and buying in companies and agencies	
Total Workload	150h [60 CH / 90 SH]	

Study Semester	4 [Part-time: 6]
Type of Module	Compulsory elective module (also an elective for Management and Marketing Management and Marketing Analytics)
Applicable to	References to: Foundations of Communication Management, Foundations of Brand Management and Integrated Communication, Project Management, Performance Marketing and Social Media, Campaigning and Crossmedia
Teaching Language	English [German version available]
Type of Assessment	Project work
Teaching and Learning Methods	Workshop [4 course units] /
Compulsory Literature	<p>Geskey, R.D. (2017, 4th ed.). Media planning and buying in the 21st century. Integrating traditional and digital media (4th ed.). 2020:Marketing Communications LLC; Createspace Independent Publishing Platform</p> <p>Kelley, L. D.; Jugenheimer D.W.; Sheenan, K.B. (2015, 4th ed.). Advertising Media Planning. A Brand Management Approach. New York, London: Routledge</p>
Further Reading	<p>Busch.O. (2016). Programmatic Advertising. Heidelberg, New York, Dordrecht, London: Springer International Publishing</p> <p>Katz, H. (2017, 6th ed.). The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. New York, London: Routledge Communicati</p>

Campaigning and Crossmedia [Campaigning und Crossmedia]

Learning Outcomes	<p>Upon completion of the module, students will be able to...</p> <hr/> <p>fundamentally understand basic concepts of cross-media campaigning and ways of campaigning from the beginning of the 20th century to the present.</p> <hr/> <p>implement a goal-oriented campaign process and apply it from problem definition to budgeting.</p> <hr/> <p>assess (online) tools to plan and manage campaigns</p> <hr/> <p>define relevant consumer insights and touch points from data on the market, competition, trends, media use, and users.</p> <hr/> <p>evaluate creativity technics, campaigning mechanics, and channel strategies with regard to their suitability for solving campaign tasks.</p> <hr/> <p>develop a cross-media campaigning concept</p> <hr/> <p>critically assess their own performance within the framework of cross- media campaign management.</p>										
Course Content	<ul style="list-style-type: none"> • Concepts of cross-media campaign management with application examples from business, culture, society and politics Text • Importance of consumer insights and customer journeys for cross-media campaigns • Creativity techniques and campaign mechanics • (Online) tools to plan and manage a campaign • Organization, processes, and workflow in creative agencies • Project calculation and pitching • Key figures and methods of campaign evaluation 										
General Objectives of all BA Programmes	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Description</th> <th style="width: 30%;">Relevance¹</th> </tr> </thead> <tbody> <tr> <td>Understanding the relationships and challenges of a multicultural, mobile and digital economy and society</td> <td></td> </tr> <tr> <td>The ability to grasp complex tasks and develop creative and sustainable solutions</td> <td></td> </tr> <tr> <td>Self-reflection and judgment to continually grow personally in a dynamic international work environment</td> <td></td> </tr> </tbody> </table>	Description	Relevance ¹	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society		The ability to grasp complex tasks and develop creative and sustainable solutions		Self-reflection and judgment to continually grow personally in a dynamic international work environment			
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Self-reflection and judgment to continually grow personally in a dynamic international work environment											
Objectives of the specific study programme	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Description</th> <th style="width: 30%;">Relevance¹</th> </tr> </thead> <tbody> <tr> <td><i>3 objectives specific to the study programme, will be decided internally</i></td> <td></td> </tr> <tr> <td><i>Objective 1</i></td> <td></td> </tr> <tr> <td><i>Objective 2</i></td> <td></td> </tr> <tr> <td><i>Objective 3</i></td> <td></td> </tr> </tbody> </table>	Description	Relevance ¹	<i>3 objectives specific to the study programme, will be decided internally</i>		<i>Objective 1</i>		<i>Objective 2</i>		<i>Objective 3</i>	
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Competencies	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Type of competency</th> <th style="width: 30%;">Role²</th> </tr> </thead> <tbody> <tr> <td><i>Rating of competencies according to the „Anleitung zur Verfassung von kompetenzorientierten Modulbeschreibungen“ („Manual for Formulating Module Descriptions Based on Competencies“)</i></td> <td></td> </tr> <tr> <td>K1: Academic knowledge</td> <td></td> </tr> <tr> <td>K2: Knowledge in professional practice</td> <td></td> </tr> </tbody> </table>	Type of competency	Role ²	<i>Rating of competencies according to the „Anleitung zur Verfassung von kompetenzorientierten Modulbeschreibungen“ („Manual for Formulating Module Descriptions Based on Competencies“)</i>		K1: Academic knowledge		K2: Knowledge in professional practice			
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K1: Academic knowledge											
K2: Knowledge in professional practice											

¹ Scale 1-6: 1 = Recall (knowledge), 2 = Understand, 3 = Apply, 4 = Analyse, 5 = Assess, 6 = Create

² Scale 1-6: 1 = Competency plays a very minor role in this module, 6 = Competency plays a highly important role in this module

	K3: Methodological skills (research)
	K4: Methodological skills (professional practice)
	K5: Social skills
	K6: Personal skills (e.g. reflection, organisation)
Module Length	<i>1 semester</i>
When Offered	<i>At least once per academic year</i>
ECTS Credits	<i>5</i>
Prerequisites/ Recommendations	<i>None</i> <i>Recommended</i> <i>Basics of Brand Management and IMC</i>
Total Workload	150 h [45 CH / 105 SH]
Study Semester	4 [recommended semester for part-time students: 6]
Type of Module	<i>Compulsory elective module</i>
Applicable to	Also in the study programme Media Management in the fields of study PR and Communication Management and Brand Communication and Advertising. In the degree programme Journalism in the track PR and Corporate Communication. In the Management degree programme in Marketing Management. In the degree programme Design in the track Art Direction.
Teaching Language	English [German version available]
Type of Assessment	Project work
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course units]
Essential Reading	<i>Kreutzer, Ralf (2019). Toolbox for Marketing and Management. Wiesbaden: Springer.</i> <i>Berry, P. (2016). The Advertising Concept Book. London: Thames & Hudson.</i>

Further Reading

- Cristal, G. (2014). *Ad Serving Technology: Understand the Marketing Revelation that Commercialized the Internet*. Gregory Cristal.
- Felton, G. (2013, 3rd edition). *Advertising and Copy*. NYC: Norton Company.
- Harrell, A. (2017). *Creative Direction in a Digital World: A Guide to Being a Modern Creative Director*. Boca Raton: CRC Press.
- Hanlon, Annmarie (2019). *Digital Marketing. Strategic Planning & Integration*. London: SAGE.
- Juska, J. M. (2018). *Integrated Marketing Communication. Advertising and Promotion in a Digital World*. London: CRC Press, Taylor & Francis.
- Johnson, D. W. (2016). *Campaigning in the Twenty-First Century. Activism, Big Data and Dark Money*. New York: Routledge.
- Lilleker, D., Jackson, N.A. (2011). *Political Campaigning, Elections and the Internet. Comparing the US, UK, France and Germany*. Milton Park: Routledge.
- Rosenblum, J., Berg, J. (2017). *Friction: Passion Brands in the Age of Disruption*. New York: powerHouse Books
- Young, Miles (2018). *Ogilvy on Advertising in the Digital Age*. London: Bloomsbury Publishing
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Psychology of Advertising [Werbepsychologie]

Module No./Code	B-STG-STR-WEP
Module Length	1 semester
When Offered	At least once per academic year
ECTS Credits	5
Prerequisites	-

Learning Outcomes	Upon completion of the module, students will be able to...	Niveau ¹
	Name central terms, theories, models, and approaches of advertising effectiveness research.	1
	Explain central mechanisms of perception, selection, and processing of different forms of advertising.	2
	Explain how people make decisions and which psychological processes have an impact.	2
	Derive the connections between psychological, economical, and behavioral indicators.	4
	Analyze the impact principles of advertising.	4
	Apply psychological principles referring to implicit impact and meaning to different products.	3
	Develop argumentation for or against a certain advertising strategy from psychological learning mechanisms.	6
	Evaluate values, indicators, and methods of consumer research with regard to their applicability to various advertising strategies	5
	Evaluate one's own logical conclusions self-critically.	5

Course Syllabus	<p>Introduction to theories of advertising and psychological systematics of advertising effectiveness.</p> <p>Systematic development of the basics of selection and processing in advertising.</p> <p>Exercises regarding the principles of advertising.</p> <p>Systematization of customer relations and customer behavior.</p> <p>Exercises regarding the psychological levels of brands and images.</p>
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Total Workload	150h [45 LVS / 105 SSZ]
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Study Semester [Part-time: 6]

Type of Module Compulsory elective module

Applicable to: Also in the Media Management degree programme in Media and Communication Management, Media and Advertising Psychology, Brand Communication and Advertising and in the Management degree programme in Business Psychology and in the Design degree programme in artdirection.

References to: Marketing, basics brand management and integrated communication, campaigning and crossmedia, performance marketing and social media, media-planning and targeting, orientation project, focus project, basics of psychology, customer experience management, basics of communication management

Teaching Language English [German version available]

Type of Assessment Project work

Teaching and Learning Methods Lecture [2 course units] / Seminar [1 course unit]

Compulsory
Literature

Rodgers, S. & Thorson, E. (2017). Digital Advertising: Theory and Research (Advances in Consumer Psychology) (3rd Edition). New York: Routledge.

Fennis, B. & Stroebe, W. (2015). The Psychology of Advertising (2nd Edition). New York: Routledge.

Further Reading

Armstrong, S., Lukemann, G. & Patnaik, S. (2011). Werbung mit Wirkung. Darmstadt: Wissenschaftliche Buchgesellschaft.

Gutjahr, G. (2015). Markenpsychologie, - Wie Marken wirken - Was Marken stark macht (3. Aufl.), Wiesbaden: Springer Gabler.

Felser, G. (2015). Werbe- und Konsumentenpsychologie (4. überarb. u. erw. Aufl.), Wiesbaden: Springer .

Kahneman, D. (2012). Schnelles Denken, langsames Denken. München: Siedler Verlag. (Teil IV: Entscheidungen).

Mattenklott, A. (2007). Emotionale Werbung. In K. Moser (Hrsg.), Wirtschaftspsychologie (S. 85-106). Heidelberg: Springer.

Rosenstiel, L., & Neumann, P. (2002). Marktpsychologie. Ein Handbuch für Studium und Praxis. München.

Scheier, C. & Held, D. (2012). Was Marken erfolgreich macht. Neuropsychologie in der Markenführung (3. Auflage). Planegg: Haufe-Verlag.

Siegert, G., Wirth, W., Weber, P., Lischka, J. (Hrsg.) (2016). Handbuch Werbeforschung. Wiesbaden: Springer VS.

Solomon, M. R. (2017). Consumer Buying Behavior: Buying, Having, Being. 12th. ed., Edinburgh Gate, Harlow, Essex: Pearson Education.

Werth, L. (2010). Die Psychologie der Kaufentscheidung. In Werth., L. (Hrsg.), Psychologie für die Wirtschaft – Grundlagen und Anwendungen (S. 59 -107). Heidelberg: Springer Spektrum

Performance Marketing and Social Media [Performance Marketing und Social Media]

Module No./Code	B-STGe-STR-PSM	
Module Length	1 semester	
When Offered	At least once per academic year	
ECTS Credits	5	
Prerequisites	Recommendation: Foundations of Brand Management and Integrated Communications Basics of Business Administration Online Media (knowledge of the compulsory literature and the documents of the corresponding modules)	
Learning Outcomes	Upon completion of the module, students will be able to... Define the central terms digitalisation, social media, online marketing online advertising, performance marketing and content marketing. Derive the requirements and possibilities for brand management resulting from digitalisation. Name the different formats, methods and channels of online marketing. Explain these also in terms of your distinction to the disciplines of social media marketing and content marketing. Evaluate the suitability of the formats, methods and channels in strategic planning for different scenarios. Analyse cases and application examples from the areas of performance marketing and social media marketing. Systematically assess these cases based on the theoretical knowledge imparted. Judge the success of campaigns in the areas of performance marketing and social media marketing by means of a well-founded selection of different KPIs.	Niveau ¹ 1 4 1 2 5 3 5 5
Course Syllabus	Importance of digitalisation for marketing and branding Special features of digital brand management, digital marketing Strategic planning Online advertising Methods of online marketing Channels of online marketing Social media marketing Content marketing Performance measurement, KPIs Cases / best practices	
Total Workload	150h [60 CH / 90 SH]	

Study Semester	5 [Part-time: 11]
Type of Module	Compulsory elective module (also an elective for Management and Marketing Management and Marketing Analytics)
Applicable to	References to: Special Topics Also in the Management degree programme in Marketing Management and Marketing Analytics
Teaching Language	English [German version available]
Type of Assessment	Project work
Teaching and Learning Methods	Lecture [2 course units] / Seminar [2 course units]
Compulsory Literature	Hanlon, Annmarie (2019). Digital Marketing. Strategic Planning & Integration. Los Angeles, London, New Delhi, Singapore, Washington DC, Melbourne: Sage Publishing Rowles, D. (2017, 2nd ed.), Digital branding: A complete step-by-step guide to strategy, tactics and measurement. London [u.a.]: Kogan Page.
Further Reading	Busch, O. (2016). Programmatic Advertising. Heidelberg, New York, Dordrecht, London: Springer International Publishing Chaffey, D., & Smith, P. R. (2017, 5th ed.), Digital marketing excellence: Planning, optimizing and integration online marketing. London New York: Routledge. Grigsby, M. (2018, 2nd ed.). Marketing Analytics. A practical guide to improving consumer insights using data techniques. London, New York, New Delhi: Kogan Page. Kotler, P., Kartajaya, H. & Iwan Setiawan (2017). Marketing 4.0: Moving from Traditional to Digital. Hoboken, NJ/USA: Wiley & Sons. McCoy, J. (2017). Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guidebook. CreateSpace Independent Publishing Platform Plume, C. J., & . (2017), Social media in the marketing context: A state of the art analysis and future directions. Amsterdam: Chandos Publishing. Siegel, E. (2016, 2nd ed.), Predictive Analytics: the power to predict who will click, buy, lie or die. Hoboken. New Jersey: John Wiley & Sons.

Special Topics in Marketing Communication and Advertising [Spezielle Themen in Markenkommunikation und Werbung]

Modul-Nr./ Code	B-MM-MKW-SPT	
Moduleduration:	1 Semester	
Turnus:	Mind. 1 x pro Studienjahr	
ECTS-Credits	5	
Requirements/ Recommendations	None Recommendation: Basics of Business Administration	
Learning Outcomes	After completing the module, students will be able ...	Niveau ¹
	to recognize challenges and opportunities of current trends such as digitalization for the field of study	1
	to develop a case study solution for a specific problem	6
	to work in a coordinated group (team-oriented) for a problem to create solutions	6
	to develop innovative solutions to a digital challenge in a creative and professional way	6
	to independently select own topics that are relevant to the respective field of study and that are of topical interest.	5
	To critically discuss a self-researched topic taking into account current scientific research	2
Contents of the module:	Special topics and developments of the respective field of study with current relevance and a high degree of relevance Overview of the challenges and potentials of digitisation for the relevant field of study	

Total Workload	150h [45 LVS / 105 SSZ]
Semester	5 [Recommended position for part-time versions: 11]
Type of Module	compulsory elective module in the corresponding field of study
Application	References to all modules of the corresponding field of study
Language	English [German version available]
Type of examination	project thesis

Music Management

Principles of Music Management [Grundlagen Musikmanagement]

Modul-No./ Code	B-MM-MUM-GLM	
Modul Length :	1 semester	
When Offered	At least once per academic year	
ECTS-Credits	5	
Prerequisites:	None	
Learning Outcomes	After completing the module, students will be able to:...	Niveau ¹
	- reproduce the historical development of the music industry.	1
	- compare the basic business and value creation models of the submarkets.	3
	- analyse the strategies of the most important actors resulting from the models.	4
	- discuss current challenges of the music industry. To describe the most important distribution methods and channels.	2
	- formulate the fundamental role of the media within the music industry.	2
	- categorize different media according to their current relevance.	4
	- apply the basic legal framework conditions legally.	3
Course Syllabus	<p>Classification of the music industry in the cultural and creative industries</p> <p>Historical and current development of the music industry</p> <p>Value creation, business and revenue models</p> <p>Submarkets (recording industry, live business, music publishers, musical instrument trade, production, merchandising)</p> <p>Music distribution</p> <p>Music industry and media</p> <p>Function of collecting societies (e.g. GEMA, SACEM)</p> <p>Copyright and ancillary copyright law</p>	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	2 [Part-time version: 2]	
Type of Module	Compulsory module	
Applicable to	References to:	

Live Entertainment, Artist Management and Music Marketing, Digital Business

Teaching Language English [German version available]

Type of Assessment Exam

Teaching and Learning Methods Lecture [2 course units] / Seminar [1 course unit]

Compulsory Literature

Tschmuck, P. (2017). *The Economy of Music*. Croydon: Agenda Publishing.
 Wikström, P. (2013). *The Music Industry: Music in the Cloud*. Cambridge: polity Press.

Further Reading

Harrison, A. (2017). *Music: The Business*. London: Virgin Books.
 Alderman, J. (2001). *Sonic Boom: Napster; MP3 and the New Pioneers of Music*. London: Fourth Estate.
 Wikström, P./ DeFillippi, R. (eds.) (2016). *Business Innovation and Disruption in the Music Industry*. Cheltenham: Edward Elgar.
 Hughes, D./ Morrow, G./ Keith, S. & Evans, M.L. (2016). *The New Music Industries. Disruption and Discovery*. Palgrave: Springer
 Collins, S. & Young, S. (2014). *Beyond 2.0. The Future of Music*. Sheffield: Equinox Publishing.
 Eriksson, M. et al. (2019). *Spotify Teardown: Inside the Black Box of Streaming Music*. Cambridge (MA): MIT Press.
 Marshall, L. (ed.) (2013). *The international recording industry*. New York: Routledge.
 Anderton, C. et al. (2012). *Understanding the Music Industries*. London: Sage.
 Rutter, P. (2016). *The Music Industry Handbook*. New York: Routledge.
 Hesmondalgh, D. (2012). *The Cultural Industries*. London: Sage.
 Rahmatian, A. (2011). *Copyright and Creativity*. London: Edward Elgar Publishing.
 Nordgard, D. (2018). *The Music Business and Digital Impacts. Innovations and Disruptions in the Music Industries*. Heidelberg: Springer.

Musicology [Musikwissenschaft]

Modul-No./ Code	B-MM-MUM-MUW
Modul Length:	1 semester
When Offered	At least once per academic year
ECTS-Credits	5
Prerequisites:	None

Learning Outcomes	Upon completion of the module, students will be able to ...	Niveau ¹
	identify basic musical repertoire. illustrate musical styles.	1
	apply repertoire knowledge and stylistic confidence in music management practice.	3
	analyse pieces of music of different genres with the appropriate methods.	4
	discuss questions, contents and methods of music psychology and sociology.	2
	examine music psychological and sociological phenomena and findings to explain the behaviour of all those involved in the value chain of the music and cultural sector, especially (music) consumers.	4

Course Syllabus	<p>General music history from serious music to jazz to popular music</p> <p>Music theory and analysis from classical to popular musical styles</p> <p>Aural training</p> <p>Questions, contents and methods of music psychology (including musical socialization and talent, active music design, musical development, music and image, music in everyday life, live music, music medicine, music perception, effects of music)</p> <p>Questions, contents and methods of the sociology of music (e.g. (music-)sociological basic knowledge, musical subcultures, urbanity and music, musicians in society, music profiles, music life, music pedagogy, music mediation, social psychology of musical taste, musical life, music audience, sociology of music production)</p>
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Total Workload	150 h [60 CH / 90 SH]
Study Semester	4 [Recommended position for part-time variant: 6]
Type of Module	Compulsory module
Applicable to	References too:

Live Entertainment, Artist Management and Music Marketing, Digital Business

Teaching Language English [German version available]

Type of Assessment Written examination

Teaching and Learning Methods	Lecture [2 course units] / Seminar [2 course unit]
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Compulsory Literature

Burkholder, J. P. (2013). *A History of Western Music*. New York: Norton & Company

Hallam, S. (2018). *The Oxford Handbook of Music Psychology*. Oxford: Oxford University Press.

Horsfall, S. T. (2014). *Music Sociology*. London: Routledge.

Further Reading

Christensen, T.S. (2002). *The Cambridge History of Western Music Theory*. Cambridge: Cambridge University Press.

Jourdain, R. (2008) *Music, the Brain, and Ecstasy: How Music Captures our Imagination*. London: William Morrow Paperbacks.

Byrne, D. (2013). *How Music Works*. London: Canongate Books.

Seabrook, J. (2016). *The Song Machine: Inside the Hit Factory*. New York: Norton & Company.

Taruskin, R. (2009). *The Oxford History of Western Music: Music in the Early Twentieth Century*. Oxford: Oxford University Press.

Taruskin, R. (2009). *The Oxford History of Western Music: Music in the Nineteenth Century*. Oxford: Oxford University Press.

Taruskin, R. (2009). *The Oxford History of Western Music: Music in the Seventeenth and Eighteenth Century*. Oxford: Oxford University Press.

Russano Hanning, B. (2014). *Concise History of Western Music*. New York: Norton & Company.

Martinell, F. (2018). *The History of European Jazz*. Sheffield: Equinox.

Scotto, C. et al. (eds.) (2018). *The Routledge Companion to Popular Music Analysis*. New York: Taylor & Francis.

Shuker, R. (2004). *Understanding Popular Music*. New York: Routledge.

Longhurst, B. (2014). *Popular Music and Society*. Cambridge; Polity.

Zagorski-Thomas, S. (2014). *The Musicology of Record Production*. Cambridge: Cambridge University Press.

Brabazon, T. (2011). *Popular Music*. London: Sage.

Powell, J. (2011). *How Music Works*. London: Penguin.

Brovig-Hanssen, R. & Danielsen, A. (2016). *Digital signature. The Impact of Digitization on Popular Music Sound*. Cambridge: MIT Press.

Beard, D. & Gloag, K. (2016). *Musicology: The Key Concepts*. New York:



Routledge

Live-Entertainment [Live-Entertainment]

Modul-No./ Code	B-MM-STR-LET
Modul Length:	1 semester
When Offered	At least once per academic year
ECTS-Credits	5
Prerequisites/ Recommendation:	Recommendation: Basics music industry (2nd semester)

Learning Outcomes		Niveau ¹
After completing the module, students will be able to ...		
discuss historical changes in the market segment and draw conclusions for future developments.		2
develop practice- as well as theory-based, holistically conceived live projects.		6
discuss the legal aspects in the context of live entertainment.		2
apply the financial aspects in the context of live entertainment, both income and exceptions, including taxes and levies.		3
outline the various trends in the live industry.		4
differentiate innovations in the area of merchandising and ticketing.		6
develop the content and dramaturgics of live entertainment events.		3
be able to use a differentiated target group approach for events.		3
apply the safety-relevant aspects in the context of live entertainment.		

Course Syllabus	<p>Live entertainment market, historical, current, social, economic</p> <p>Occupational field Live entertainment</p> <p>Event law</p> <p>Target group analysis</p> <p>Merchandising</p> <p>Ticketing</p> <p>Event dramaturgy</p> <p>Event technology</p> <p>Project management Events, Tours, Festivals</p> <p>Processes (project management) of studio productions</p>
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Calculation of music productions (sound studio)

Calculation of individual events and tours Venue ordinance

Fees and taxes for live entertainment events

Total Workload 150 h [45 CH / 105 SH]

Study Semester 4 [Recommended position for part-time variant: 6]

Type of Module Compulsory module

Applicable to Also in the study course Media Management in the study courses Music Management and Event Management

References too:
Basics music industry, artist management and music marketing

Teaching Language English [German version available]

Type of Assessment Project work

Teaching and Learning Methods Lecture [2 course units] / Seminar [1 course unit]

Compulsory Literature
Moss, S. (ed.) (2009). The Entertainment Industry: An Introduction. Oxfordshire: CABI.
Vogel, H. L. (2014). Entertainment Industry Economics: A Guide for Financial Analysis. Cambridge: Cambridge University Press.

Further Reading
Frith S. (2016). The History of Live Music in Britain: From Dance Hall to the 100 Club. Ashgate: Ashgate.
Frith, S. (2017). The History of Live Music in Britain, Volume II, 1968-1984: From Hyde Park to the Hacienda. Ashgate: Ashgate.
Hull, G. P. et al. (2011). The Music Business and Recording Industry: Delivering Music in the 21st Century. New York: Routledge.
Shanker, J. et al. (2013). Entertainment Law and Business. New York: Jurispub.
Sanden, P. (2013). Liveness in Modern Music. Musicians, Technology, and the Perception of Performance. New York: Routledge.
Kjus, J. (2019). Live and Record: Music Experience in the Digital Millenium. London: Palgrave.
Topkins, T. (2019). An Analysis of Ticket Pricing in the Primary and Secondary Concert Marketplace. In. IJMBR 8, 1, p. 39-66.

Digital Business [Digital Business]

Modul-No./ Code	B-STG-STR-DBU	
Modul Length:	1 semester	
When Offered	At least once per academic year	
ECTS-Credits	5	
Prerequisites/ Recommendation	Recommendation: Fundamentals of Marketing	
Learning Outcomes	After completing this module, students will be able to...	Niveau ¹
	analyse market changes caused by digitization.	4
	develop digital strategies and concepts.	6
	develop hypotheses about the relevance of digitisation for different industries.	6
	evaluate the useful use of various online marketing measures.	5
	assess the significance of Big Data with regard to scientific criteria.	5
	apply simple process modelling.	3
	design career paths for themselves in the digital industry.	6
Course Syllabus	<p>Typologies of digital business models</p> <p>Strategic importance of the platform economy</p> <p>Strategies in e-commerce</p> <p>Actors in e-commerce</p> <p>Online Marketing: Theory and Practice, Attribution, KPIs</p> <p>Big Data in Marketing and Strategy</p> <p>Development Digital Transformation: Group vs. Start-up</p> <p>Business model canvasses and business plans evaluate internationalization of digital offerings and cross-border e-commerce</p> <p>Financing, growth and exit strategies</p> <p>Fundamentals of process modelling</p> <p>Guest lectures and excursions</p>	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	4 [Recommended position for part-time variant: 6]	

Type of Module	Compulsory module
Applicable to	Also elective module in Media Management in Music Management and Event Management. In the study course Journalism in the study course Journalism (gen). In the Management course of studies in the fields of International Management (gen), SME Management, Trade and Logistics, Marketing Analytics and Sport Business. References to: Basics of Business Administration, Basics of Marketing, Innovation by Design, Empirical Research and Statistics, Business Planning, Economics: Micro & Macro, Digital Technologies, Strategy and Organization, Entrepreneurship
Teaching Language	English [German version available]
Type of Assessment	Oral exam
Teaching and Learning Methods	Lecture [2 course units] / Seminar [1 course unit] (Excursions, guest lectures)
Compulsory Literature	Khan, M. et al. (2019). Deep learning: Convergence to Big Data Analytics. Singapur: Springer. Gentsch, P. (2019). AI in Marketing, Sales, and Services. Cham: Palgrave.
Further Reading	Agrawal. A. et al. (2018). Prediction Machines: The Simple Economics of Artificial Intelligence. La Vergne: Ingram Publisher Services. O'Reilly, D. (2013). Music, Markets and Consumption. Oxford: Goodfellow. Deo, S., Devalkar, S., Gokhale, M., Vaidya, A. (2017). Atmydoorsteps.com: Breaking Ground in Online Grocery Market in India. [Case Study] Harvard: Harvard Business Publishing. Cui, M., Li, X., Zhao, Y., Aziz, S., Guo, Y., Guo, L. (2017). Easylife: Developing a Regional E-Commerce Platform. [Case Study] Harvard: Harvard Business Publishing. Cui, M., Guo, Y., Zhao, Y., Aziz, S., Li, T., Li, X. (2017). Jiemo.net: How to

-
- Position a Profit Model.* [Case Study] Harvard: Harvard Business Publishing.
- Farris, P., Bendle, N. Pfeifer, P & Reibstein, D. (2016). *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (3rd Edition)*. Saddle River, New Jersey: Pearson Education.
- Li, T. et al. (eds.) (2015). *Music Data Mining*. New York: Taylor & Francis.
- Johanssen, J. (2018). *Psychoanalytics and Digital Culture. Audiences, Social Media, and Big Data*. New York: Routledge.
- Schäfer, M. T., van Es, K. (2017). *The Datafied Society. Studying Culture through Data*. Amsterdam: Amsterdam University Press.
- Senges, W. (2018). *Blockchain in the Music Business: Preventing the Threat of Disruption*. In: *IJMBR* 7, 2, p. 83-106.
- Gough, O. (2018). *Blockchain: A new Opportunity for Record Labels*. In. *IJMBR* 7, 1, p. 26.44.
- Park, S., Zhao, Z. (2016). *Alibaba Group: Fostering an E-Commerce Ecosystem*. [Case Study]. Harvard: Harvard Business Publishing.
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Artist management and music marketing [Künstlermanagement und Musikmarketing]

Modul-No./ Code	B-MM-STR-KMM	
Modul Length:	1 semester	
When Offered	At least once per academic year	
ECTS-Credits	5	
Prerequisites/ Recommendation:	<p>Recommendation:</p> <p>Basics of Music Management Basics of Business</p> <p>Administration Theories of Media and Communication</p> <p>Studies</p> <p>(Knowledge of the compulsory literature and the documents of the corresponding modules))</p>	
Learning Outcomes	<p>After completing the module, students will be able to ...</p> <ul style="list-style-type: none"> - outline the marketing and management of music artists and products from general management and marketing theory. - localize the differences in marketing for music, in marketing with music and in marketing for people. - determine sources of income, communication potentials as well as cooperation and design possibilities. - apply the brand principle to artists, companies and products. - use the brand principle to achieve communication goals. - analyse music artists and marketing campaigns independently. - experiment with current application examples. develop innovative ideas. - evaluate artistic, socio-cultural and economic requirements, opportunities and risks. - create own concepts that harmonize artistic-creative and economic- organizational requirements. 	<p>Niveau¹</p> <p>4</p> <p>2</p> <p>4</p> <p>3</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p>
Course Syllabus	<p>Talent Management and Artist Development</p> <p>Visions, trends and target group analysis</p> <p>Artist identity and image</p> <p>Song, sound and product design</p> <p>Advertising and branded entertainment</p> <p>Music merchandising and live entertainment</p> <p>Innovations in music and artist marketing</p>	
Total Workload	150 h [60 CH / 90 SH]	

Study Semester	5 [Recommended position for part-time variant: 11]
Type of Module	Compulsory module
Applicable to	Also in the course of studies Media Management in the fields of Event Management and Entertainment Management References to: Value creation through media, current topics in media management, digital business, practical module, communication skills
Teaching Language	English [German version available]
Type of Assessment	Projectwork
Teaching and Learning Methods	Lecture [2 course units] / Seminar [2 course unit]
Compulsory Literature	King, M. (2009). Music Marketing: Press, Promotion, Distribution and Retail. Berklee: Berklee Press. Tschmuck, P. (2017). The Economy of Music. Croydon: Agenda Publishing.
Further Reading	

Special topics in music management [Spezielle Themen im Musikmanagement]

Modul-No./ Code	B-MM-MUM-SPT	
Modul Length:	1 semester	
When Offered	At least once per academic year	
ECTS-Credits	5	
Prerequisites/ Recommendation:	Recommendation: Sound knowledge in the respective field of study	
Learning Outcomes	<p>After completing the module, students will be able to ...</p> <ul style="list-style-type: none"> - recognize challenges and opportunities of current trends such as digitalization for the field of study - develop a case study solution for a specific problem - work in a group coordinated (team-oriented) for a problem to develop solutions - develop innovative solutions to a digital challenge in a creative and professional way - independently select your own topics that are relevant to the respective field of study and that are of topical interest. - critically discuss a self-researched topic taking into account current scientific research 	<p>Niveau¹</p> <p>2</p> <p>6</p> <p>6</p> <p>6</p> <p>5</p> <p>2</p>
Course Syllabus	<p>Special topics and developments of the respective field of study with current relevance and high relevance</p> <p>Overview of the challenges and potentials of digitisation for the relevant field of study</p>	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	5 [Recommended position for part-time variant: 11]	
Type of Module	Compulsory elective module in the corresponding field of study	
Applicable to	References to all modules of the corresponding field of study	
Teaching Language	English [German version available]	
Type of Assessment	Project work	
Teaching and Learning Methods	Seminar [3 course unit]	
Compulsory Literature	depending on the task	

Further Reading

depending on the task

Event management

Understanding Communication and Event Management [Grundlagen Eventmanagement]

Module No./ Code	B-MM-STR-GLE	
Module Length:	1 semester	
When Offered:	At least once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations:	None	
Learning Outcomes	Upon completion of the module, students will be able to...	Niveau ¹
	Identify traditional forms and possibilities of events.	1
	explain the central societal, social and psychological mechanisms that result in the use of events.	2
	Illuminate the value configurations (in particular the value network), as a theoretical basis of a service platform.	2
	portray the complexity of actors and their 'value proposition'.	1
	determine the effects of the media as an actor.	4
	analyze existing forms of events according to a classification.	4
	analyze existing forms of events according to a systematics.	4
	explain the status and developments – in particular the digital transformation – on the service platforms as well as the competence in the breadth of event technology and security	2
	determine the risk management for live communication.	4
	strategically analyze existing types of platforms.	4
Course Syllabus	<p>Basics of event formats and facets</p> <p>Framework conditions of experience-oriented platforms</p> <p>Methods of added value by means of events</p> <p>Exercises on the actors of event platforms and their added value</p> <p>Exercises on the media as a special actor and the impact of digital transformation</p> <p>Basics of the mechanisms, planning and implementation of event platforms</p> <p>Status quo, innovation, trends and influences of digital transformation on event platforms</p> <p>Basics of event technology and risk management from various worlds of experience</p> <p>Exercise on strategic event management</p>	
Total Workload	150 h [45 CH / 105 SH]	
Study Semester	2 [Part-time version: 4]	
Type of Module	Compulsory track module	

Applicable to References to:
Basics Business Administration, Marketing, Live Entertainment, Artist Management

Teaching Language Englisch [German version available]

Type of Assessment Written exam

Teaching and Lecture [2 course unit] / Seminar [1 course unit]
Learning Methods
of the Module

Compulsory

Literature Bladen, C. Kennell, J., Abson, E. & Wilde, N. (2017). Events Management. An Introduction. Taylor & Francis, New York: Routledge.

Nowak, V. (2017). Neukundengewinnung durch Corporate Events im Dienstleistungssektor: Entwicklungen, Anforderungen im Management von Corporate Events. Saarbrücken: AV Akademikerverlag.

Kindler, M. (2016). Mit Currywurst auf Haifischfang?: 12 steinerne Regeln für wirkungsvolle Events. München: The Kindler.

Additional
literature

Herbrand, N.O. (2008). Schauplätze dreidimensionaler Markeninszenierungen. Stuttgart: Edition Neues Fachwissen.

Körner, V. (2002). Management der Kundenbeziehungen in den neuen Geschäftsmedien. Dissertation St. Gallen.

Lasslop, I. (2003). Effektivität und Effizienz von Marketing Events. Wiesbaden

Mikunda, C. (2007). Marketing spüren, o. O.

Nickel, O. (Hrsg.) (1998). Eventmarketing: Grundlagen und Erfolgsbeispiele. München.

Norton, D. P. & Kaplan, R. (2001). Die strategiefokussierte Organisation. Führen mit der Balanced Scorecard. Stuttgart.

Wedekind, J. & Harries, J. (2006). Der Eventmanager. Medienpraxis, Band 7. Berlin: LIT.

Wünsch, U. & Thuy, P. (2007). Handbuch Event Kommunikation. Berlin: Erich Schmidt Verlag

Customer Experience Management [Customer Experience Management]

Module No./ Code B-STG-STR-CEM

Module Length: 1 semester

When offered: At least once per academic year

ECTS Credits 5

Prerequisites/
Recommendations: Recommendation: Marketing

Learning outcomes	Upon completion of this module, students will be able to ...	Niveau ¹
	Understand psychological basics of perception in terms of their suitability for experience marketing.	2
	Compare historical stations in experience marketing with the current situation.	2
	Apply the theoretical foundations of 5-sense PR to case studies of customer experience management.	3
	Explain how customer satisfaction is built up as a theoretical construct.	2
	Subdivide existing customer experiences in the form of customer journey processes.	2
	Apply the theoretical basics of user experience to digital devices.	3
	Assess the possibilities of using digital media to improve the customer experience in a situation-oriented manner.	5
	Design a customer journey based on digital technology.	6
	Use qualitative and quantitative tools to measure the customer journey	3
Course Syllabus	<p>Different scientific approaches, theories and models of public relations and communication management as well as Integrated and International Communications</p> <p>Demarcation of PR with other systems such as journalism including brand journalism and content marketing, advertising, brand communication and marketing as well as propaganda.</p> <p>Overview of the professional field of communication management as well as the sector-specific fields of activity</p> <p>Evaluation of communication campaigns and individual measures</p> <p>Practical PR: analyze Advertorial, social media appearances (e.g. in Facebook), Press releases, press conferences, (digital) customer magazines</p> <p>Writing (digital) press releases and designing advertorials.</p>	
Total Workload	150h [60 CH / 90 SH]	
Study Semester	4 [Part-time version: 6]	
Type of Module	Compulsory elective module	
Applicable to	<p>Also in the course media management in the field of tourism marketing and PR. In the Course of study Management in the Fields of study Tourism management, Trade and Logistics as well as Fashion Management.</p> <p>References to:</p> <p>Digital Business</p> <p>Marketing</p> <p>Management concepts</p>	
Teaching Language	English [German version available]	

Type of assessment Project paper

Teaching and Learning Methods of the Module Workshop [4 course units]

Compulsory Literature Bruhn, M., Hadwich, K. (Hrsg.) (2012). Customer Experience Management. Wiesbaden: Springer Gabler.

Additional literature

Bauer, V. (2014). Ein Instrument zur Messung von Kundenzufriedenheit. Theoretische Grundlagen, empirische Untersuchungen und konzeptionelle Ausarbeitung für Dienstleistungsunternehmen. Hamburg: Igel Verlag.

Fritzsimmmons, J. A. & Fritzsimmmons M. (2011). Service Management – Operations, Strategy and Information Technology (7th Edition). New York: McGraw-Hill.

Fließ, S. (2009). Dienstleistungsmanagement: Kundenintegration gestalten und steuern. Wiesbaden: Gabler.

Goldstein, B. (2014). Wahrnehmungspsychologie: Der Grundkurs. Heidelberg: Springer.

Lovelock, C. H. & Wirtz, J. (2011). Service Marketing. People, Technology, Strategy (7th Edition). New York: Prentice Hall.

McKinsey (Hrsg.) (2016): Customer Experience. Creating Value through transforming customer journeys. McKinsey & Company Practice Publications.

Schönhammer, R. (2013). Einführung in die Wahrnehmungspsychologie. Stuttgart: UTB Verlag.

Live-Entertainment [Live-Entertainment]

Module No./ Code	B-MM-STR-LET
Modul Length:	1 semester
When Offered:	At least once per academic year
ECTS Credits	5
Prerequisites/ Recommendations:	None

Learning outcomes		Niveau ¹
Upon completion of this module, students will be able to ...		
discuss historical Changes of the Market segment		2
draw conclusions for future Developments.		3
develop both practical and theory-related holistically designed live projects.		6
discuss the legal aspects in the context of live entertainment.		2
apply the financial aspects in the context of live entertainment, both income and expenses incl. Taxes.		3
outline the different trends of the live industry.		3
differentiate Innovations in the Area Merchandising and Ticketing		4
develop Live entertainment events in terms of content and dramaturgy.		6
apply a differentiated Target group approach for Events.		3
apply the safety-relevant aspects in the context of Live entertainment.		3

Course Syllabus	<p>Live-Entertainment-Market, historical, current, social, economic professional field Live entertainment</p> <p>Event law</p> <p>Target group analysis</p> <p>Merchandising</p> <p>Ticketing</p> <p>Event Dramaturgy</p> <p>Event Technology</p> <p>Projectmanagement, events, tours, festivals</p> <p>processes (projectmanagement) of studio productions</p> <p>Calculation of music productions (Recording studio)</p> <p>Calculation of individual events and tours</p> <p>Venues ordinance</p>
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Taxes at live entertainment events

Total workload	150 h [45 CH / 105 SH]
Study semester	4 [Part-time: 6]
Type of Module	elective module
Applicable to	Also in the study course Media Management in the fields of music management and entertainment management References to: Basics Music Economy, Artist Management and Music Marketing
Teaching language	English [German version available]
Type of Assessment	Project paper (portfolio)
Teaching and Learning Methods of the Module	Lecture [2 CH] / Seminar [1 SH]
Compulsory Literature	Grundel, S., & Bartling, H. W. (2017). Sicherheit für Versammlungsstätten und Veranstaltungen. Ein umfassendes Handbuch zur Sicherheitskonzeption. Berlin: Richard Boorberg Verlag Michow, J., & Ulbricht, J. (2013). Veranstaltungsrecht: Recht der Konzert- und Unterhaltungsveranstaltungen. München: C.H. Beck. Vogel, H. L. (2014). Entertainment Industry Economics: A Guide for Financial Analysis. Cambridge: Cambridge University Press.
Additional literature	Dickreiter, M. (2013). Handbuch der Tonstudioteknik. München: De Gruyter. Frießecke, A. (2014). Die Audio-Enzyklopädie. München: De Gruyter. Frith S. (2016). The History of Live Music in Britain: From Dance Hall to the 100 Club. Ashgate: Ashgate. Frith, S. (2017). The History of Live Music in Britain, Volume II, 1968-1984: From Hyde Park to the Hacienda. Ashgate: Ashgate. Güllemann, D. (2009). Musterverträge für die Veranstaltungsbranche: Künstler-, Dozenten-, Miet-, Management- und Künstleragenturverträge mit Erläuterungen und Darstellung der öffentlich-rechtlichen Rahmenvorschriften. München: Vahlen. Henle, H. (2001). Das Tonstudio Handbuch: Praktische Einführung in die professionelle Aufnahmetechnik. Grundlagen der Akustik. Analoge und digitale Audiotechnik.....und Regieraum-Design. München: Carstensen.

Jürgensen, A. (2013). Handbuch Ausländersteuer: Die beschränkte Steuerpflicht von im Ausland ansässigen Künstlern und Sportlern gem. 50a EStG. Kiel: Kunst Medien Recht.

Löhr, V. (2015). Bau und Betrieb von Versammlungsstätten: MVStättVO – Kommentar. München: Fachmedien Recht und Wirtschaft.

Pieper, F. (2015). Das P.A. Handbuch. München: Carstensen.

Tröndle, M. (Hrsg.) (2011). Das Konzert. Neue Aufführungskonzepte für die klassische

Digital Business [Digital Business]

Module No./ Code	B-STG-STR-DBU	
Module Length:	1 semester	
When Offered:	At least once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations:	Recommendation: Basicmarketing	
Learning outcomes	Upon completion of this module, students will be able to ...	Niveau ¹
	analyze Market changes through the Digitization.	4
	develop Digital Strategies and Concepts.	6
	design hypotheses about the relevance of digitization for different industries.	6
	assess the sensible use of various online marketing measures.	5
	assess the meaningfulness of big data in terms of scientific Criteria.	5
	Apply Simple Process modeling.	3
	design career paths in the digital industry for yourself.	6
Course Syllabus	<p>Typologies of Digital Business models</p> <p>Strategic Importance of Platform Economics Strategies in E-Commerce</p> <p>Actors in e-commerce</p> <p>Online Marketing: Theory and Practice, Attribution, KPIs</p> <p>Big Data in Marketing and Strategy Development Digital</p> <p>Transformation: Group vs. Start-up</p> <p>Evaluate Business model canvasses and business plans</p> <p>internationalization of digital offerings and cross border e-commerce</p> <p>financing, growth and Exit strategies</p> <p>Basics Process Modeling</p> <p>Guest Lectures and Excursions</p>	
Total workload	150 h [45 CH / 105 SH]	
Study semester	4 [Part-time: 6]	
Type of Module	elective module	

Applicable to	Also in the study course Media Management in the fields of music management and event management. In the Course of study Journalism in the Direction of study Journalism(gen). In the Course of study Management in the Fields of study International Management (gen),SME management, Trade and Logistics, Marketing Analytics and SportsBusiness
	<p>References to:</p> <p>Basics of Business Administration, Basics Marketing, Innovation by Design, Statistics & Empirical Research and Statistics, Business Planning, Economics: Micro & Macro, Digital Technologies, Strategy and Organization, Entrepreneurship</p>
Teaching language	English [German version available]
Type of Assessment	Oral Exam
Teaching and Learning Methods of the Module	Lecture [2 course units] / Seminar [1 course unit]
Compulsory Literature	<p>Kollmann, T. (2016). E-Business: Grundlagen elektronischer Geschäftsprozesse in der Digitalen Wirtschaft. 6. Auflage. Wiesbaden: Springer Gabler.</p> <p>Freund, J., Rücker, B. (2016). Praxishandbuch BPMN: Mit Einführung in CMMN und DMN. München: Carl Hanser.</p> <p>Lammenett, E. (2017). Praxiswissen Online-Marketing. Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social Media, Facebook-Werbung. 6. Auflage. Wiesbaden: Springer Gabler.</p>
Additional literature	<p>Rifkin, J. (2014). Die Null Grenzkosten Gesellschaft. Das Internet der Dinge, Kollaboratives Gemeingut und der Rückzug des Kapitalismus. Frankfurt a.M.: Campus.</p> <p>Kreutzer, T. (2016). Praxiswissen Onlinemarketing. Wiesbaden: Springer Gabler.</p> <p>Schneider, H., Graf, A. (2017). Das E-Commerce-Buch. Marktanalysen – Geschäftsmodelle – Strategien. 2. Auflage. Frankfurt a.M.: Deutscher Fachverlag.</p> <p>Kawasaki, G. (2013). The Art of the Start. Von der Kunst, ein Unternehmen erfolgreich zu gründen. München: Vahlen.</p> <p>Deo, S., Devalkar, S., Gokhale, M., Vaidya, A. (2017). Atmydoorsteps.com: Breaking Ground in Online Grocery Market in India. [Case Study] Harvard: Harvard Business Publishing.</p> <p>Cui, M., Li, X., Zhao, Y., Aziz, S., Guo, Y., Guo, L. (2017). Easylife: Developing a Regional E-Commerce Platform. [Case Study] Harvard: Harvard Business Publishing.</p> <p>Cui, M., Guo, Y., Zhao, Y., Aziz, S., Li, T., Li, X. (2017). Jiemo.net: How to Position a Profit Model. [Case Study] Harvard: Harvard Business Publishing.</p> <p>Farris, P., Bendle, N. Pfeifer, P & Reibstein, D. (2016). Marketing Metrics: The Manager`s Guide to Measuring Marketing Performance (3rd Edition). Saddle River, New Jersey: Pearson Education.</p> <p>Meffert, H., Burmann, C., Kirchgeorg, M. (2014). Marketing: Grundlagen marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele. 12. Auflage. Wiesbaden: Springer Gabler.</p>

Park, S., Zhao, Z. (2016). *Alibaba Group: Fostering an E-Commerce Ecosystem*. [Case Study]. Harvard: Harvard Business Publishing.

Artist Management and Music Marketing [Künstlermanagement und Musikmarketing]

Module No./ Code	B-MM-STR-KMM	
Module Length:	1 semester	
When Offered:	At least once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations:	<p>Recommendation:</p> <p>Basics of business administration</p> <p>Theories of media and communication sciences</p> <p>(Knowledge of the compulsory literature and the documents of the corresponding modules)</p>	
Learning outcomes	<p>Upon completion of this module, students will be able to ...</p> <p>outline the marketing and management of music artists and products from general management and marketing teachings.</p> <p>localize the differences in marketing for music, marketing with music and marketing for people.</p> <p>determine Revenue sources, communication potentials as well as cooperation and design possibilities.</p> <p>apply the principle of brand to artists, companies and products</p> <p>use the principle of brand for the realization of Communication objectives analyze Music artists and Marketing campaigns on your own.</p> <p>experiment with current application examples.</p> <p>develop innovative ideas.</p> <p>evaluate the artistic, sociocultural and economic requirements, opportunities and risks.</p> <p>Create your own concepts that combine artistic-creative and economic- organizational requirements with each other.</p>	<p>Niveau¹</p> <p>3</p> <p>2</p> <p>4</p> <p>3</p> <p>3</p> <p>4</p> <p>4</p> <p>6</p> <p>5</p> <p>6</p>
Contents of Module	<p>Talent Management and Artist Development</p> <p>Visions, Trends and Target Group Analysis</p> <p>Artist Identity and Artist Image</p> <p>Song, sound and product design</p> <p>advertising and branded entertainment</p> <p>Music-Merchandising and Live Entertainment</p> <p>Innovations in Music and Artist Marketing</p>	
Total workload	150 h [60 CH / 90 SH]	
Study semester	5 [Part-time: 11]	
Type of Module	elective module	

Applicable to Also in the course media management in the fields of entertainment management and music management

References to:

Value creation through media, Current Topics in Media Management, Digital Business, Practice Module, Communication Skills

Teaching Language English [German version available]

Type of Assessment Project paper (portfolio)

Teaching and Learning Methods of the Module Lecture [2 course units] / Exercise [2 course units]

Compulsory

Literature Bamert, F. (Hrsg.) (2015). Musikmanagement: Der Leitfaden für die Praxis, 2. Aufl., Bern: Haupt Verlag.

Engh, M. (2006). Popstars als Marke, Wiesbaden: Deutscher Universitätsverlag.

Flecker, J. (2014). Die Bedeutung von Musik für die Gestaltung von Markenpersönlichkeit, Wiesbaden: Springer Gabler.

Additional literature

Burghardt, M. (2007). Künstleraufbau und -vermarktung auf dem deutschen Musikmarkt, Saarbrücken: VDM.

Clement, M., Schusser, O. & Papies, D. (Hrsg.) (2008). Ökonomie der Musikindustrie. Wiesbaden: Gabler.

Homann, H.-J. (2013). Der Künstlermanagementvertrag: Erscheinungsbild, Vertragstypologie und rechtliche Untersuchung des Vertragsverhältnisses zwischen Künstler und Manager im Bereich der Musik, Wiesbaden: Springer.

Klein, A. (Hrsg.) (2011). Kompendium Kulturmanagement: Handbuch für Studium und Praxis, München: Vahlen.

Lyng, R., Heinz, O. & von Rothkirch, M. (2013). Die neue Praxis im Musikbusiness, Bergkirchen: PPV Medien.

Reus, G. (Hrsg.) (2014). Das zweite Ich: Gespräche mit Musikern über Image und Karriere in der Mediengesellschaft, Wiesbaden: Springer VS.

Skarda, G. (2011). Die Künstleragentur: Grundlagen und Praxis, München: Musikmarkt-Verlag.

Special topics in event management [Spezielle Themen im Eventmanagement]

Module No./ Code	B-MM-EVM-SPT	
Module Length:	1 semester	
When Offered:	At least once per academic year	
ECTS Credits	5	
Prerequisites/ Recommendations:	Recommendation: Sound knowledge in the respective field of study	
Learning outcomes	Upon completion of the module, students will be able to...	Niveau ¹
	Identify the challenges and potential inherent in current trends, in particular, digitalisation for the field of study	1
	Develop an exemplary solution for a specific problem	6
	Design solutions for a problem in collaborative group work (team oriented)	6
	Devise creative and well-founded innovative solutions to a digital challenge	1
	Select their own topics that are relevant for the field of study and are highly controversial at the moment	5
	Critically discuss an independently researched topic while taking account of the latest scientific research	2
Course Syllabus	Specific issues and developments of the respective field of study with current reference and high relevance	
	Overview of the challenges and potential surrounding digitalisation for the relevant field of study	
Total workload	150h [45 CH / 105 SH]	
Study semester	5 [Part-time: 11]	
Type of module	Compulsory track module in the relevant field of study	
Applicable to	References to all modules in the relevant field of study	
Teaching language	English [German version available]	
Type of Assessment	Project paper (portfolio)	
Teaching and Learning Methods of the Module	Seminar [3 course unit]	
Compulsory literature	n.a. / depending on the task and objectives	

Digital Media

For the current syllabus please refer to the German curriculum.