

<b>Module title</b>		<b>Abbreviation</b>
Media and Communication Strategies		04-Mus-Med-Kom-102-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Museum Studies		Professorship of Museum Studies
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.
<b>Contents</b>		
The module provides a broader overview of different media, used in a museum. The media will be examined according to their specific characteristics, applications, effects on the visitors as well as technical prerequisites.		
<b>Intended learning outcomes</b>		
Students are familiar with the most common used media in the museum. They are able to analyse the media that can be found in a specific exhibition, in the respective museum overall context with regard to the conveyance of a message and its impact on the visitors. They know how a medium should be designed in order to convey objects, significances and contents sustainably and appropriately.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
Ü + Ü + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
practical examination: organising a workshop (preparing, holding, moderating, evaluating) or term paper (approx. 10 pages, to be submitted during semester break) Assessment offered: once a year, summer semester		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major, 1 minor) Museology and material culture (2010)		