

<b>Module title</b>		<b>Abbreviation</b>
Entertainment Conception		o6-ENT-Econ-222-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Media Psychology		Institute of Human Computer Media
<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	graduate	--
<b>Contents</b>		
In this module, advanced concepts of entertainment offerings are developed and analyzed with regard to their potential on the entertainment market. This comprises analyses of market segments, of offerings of competitors, of potential target groups, as well as of societal and medial trends.		
<b>Intended learning outcomes</b>		
Students learn to conceptually develop entertainment offerings and to critically check their market potential. By doing this, they gain the qualification for successful market positioning of entertainment products.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<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)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) plus written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Media Entertainment (2022)		