

Module title		Abbreviation
Entertainment Marketing		o6-ENT-Ema-231-mo1
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this module, we analyze entertainment institutions, entertainment offerings, or even entertaining celebrities with respect to their market value and their branding. Starting from an analysis of the current status of the brand, we strategically plan a re-positioning of the brand including a new brand communication. The new brand strategy is finally presented in a pitch.</p>		
Intended learning outcomes		
<p>Students learn to analyze and to optimize entertainment brands which are suboptimally positioned in the market. They learn to evaluate entertainment brands according to the requirements of the entertainment market, and not according to their own interest or liking. They get familiar with a pitch presentation being able to present a brand strategy in a marketing-like manner.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>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</p>		
Allocation of places		
<p>WM8 There are no restrictions with regard to available places for students of the Master's degree programmes Media Entertainment. A total of 5 places each will be allocated by lot to students of the Master's degree programmes Economathematics. Should there be more than max. 5 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Economathematics (2024)</p>		

