

<b>Module title</b>		<b>Abbreviation</b>
Media and Communication Science 1		o6-MK-MKW1-102-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
8	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module aims to acquaint students with historical, economic, and legal framework conditions of the German press and broadcasting systems. It also provides them with an insight into the conceptualisation and marketing of media offers.</p>		
<b>Intended learning outcomes</b>		
<p>Students should gain an insight into the German media landscape. They learn how to classify and explain the development of current media structures and media offers against the background of historical developments, economic necessities and legal framework conditions. Students learn to question the editorial design of media offers as well as to conceptually and systematically analyse them and estimate their marketing potential.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> <li>• o6-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available)</li> <li>• o6-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available)</li> </ul>		
<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)		
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p><b>Assessment in module component o6-MK-MKW1-1-102: Media Systems Press and Broadcast</b></p> <ul style="list-style-type: none"> <li>• 6 ECTS, Method of grading: numerical grade</li> <li>• written examination (approx. 80 minutes)</li> <li>• Language of assessment: German, English</li> </ul> <p><b>Assessment in module component o6-MK-MKW1-2-102: Introduction to Conception and Marketing of Media</b></p> <ul style="list-style-type: none"> <li>• 2 ECTS, Method of grading: (not) successfully completed</li> <li>• a) presentation (approx. 60 minutes) and written elaboration/position paper (2 pages) or b) term paper (approx. 20 pages)</li> <li>• Language of assessment: German, English</li> </ul>		
<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' degree (1 major) Media Communication (2012)		



Bachelor' degree (1 major) Media Communication (2010)