

Module title		Abbreviation
Media and Communication Science 1		o6-MK-MKW1-102-mo1
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
8	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none"> • o6-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available) • o6-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
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.		
Assessment in module component o6-MK-MKW1-1-102: Media Systems Press and Broadcast <ul style="list-style-type: none"> • 6 ECTS, Method of grading: numerical grade • written examination (approx. 80 minutes) • Language of assessment: German, English 		
Assessment in module component o6-MK-MKW1-2-102: Introduction to Conception and Marketing of Media <ul style="list-style-type: none"> • 2 ECTS, Method of grading: (not) successfully completed • a) presentation (approx. 60 minutes) and written elaboration/position paper (2 pages) or b) term paper (approx. 20 pages) • Language of assessment: German, English 		
Allocation of places		
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Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2012)		
Bachelor' degree (1 major) Media Communication (2010)		

