

<b>Module title</b>		<b>Abbreviation</b>
Marketing & Strategic Communication		o6-MK-MKW2-162-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>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module aims to provide knowledge about fundamental concepts, theories and findings of media reception and media effects research. Using selected areas of mass media communication (e. g. sports communication, advertising, music, film, political communication), the module investigates, questions and provides students with deeper insights into these fundamentals.</p>		
<b>Intended learning outcomes</b>		
<p>Students should learn to attribute media effects to complex causes and processes. They should develop a systematic and analytic perspective on media effects. They should further be able to apply basic concepts and theories to concrete media offers.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + 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)		
<p>a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes)            Language of assessment: German and/or English            creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</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 (2016) Bachelor' degree (1 major) Media Communication (2018)		