

<b>Module title</b>		<b>Abbreviation</b>
Advertising and public relations		o6-MK-MKW2-212-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>		
This module aims to provide conceptual and structural knowledge about marketing, advertising, public relations, and media planning.		
<b>Intended learning outcomes</b>		
Students learn to think strategic and market-oriented by taking the perspective of business companies and organisations. They become familiar with central concepts, occupational areas, and mindsets of the marketing and PR field.		
<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)		
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		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<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 (2021)		