

Module title		Abbreviation
Advertising and public relations		o6-MK-MKW2-231-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module aims to provide conceptual and structural knowledge about marketing, advertising, public relations, and media planning.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language – if other than German)		
V (2) + 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)		
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		
Allocation of places		
WM9 There are no restrictions with regard to available places for students of the Master's degree programmes Media Communication. A total of 10 places each will be allocated by lot to students of the Master's degree programmes Management as well as Econometrics. Should there be more than max. 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 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		
Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Econometrics (2024)		