

Module title		Abbreviation
Media communication in applied contexts		o6-MK-MedAnw-212-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides insights into different areas of application of media communication. It transfers the theoretical and methodological learning content in an application-oriented context. Thus, in addition to scientific topics, this module also deals with practical topics. This is done along the entire spectrum of media communication.		
Intended learning outcomes		
The students have an insight into the fields of application of their theoretical and methodological skills acquired during their studies.		
Courses (type, number of weekly contact hours, language – if other than German)		
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. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor' degree (1 major) Media Communication (2021)		