

<b>Module title</b>		<b>Abbreviation</b>
Project: media practice		o6-MK-PRAX-212-m01
<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>The module imparts basic competences and practical skills from the field of media practice. The students are to put the knowledge they have acquired during their studies into practice, i.e. apply it in a media project and deepen it accordingly. Topics from the fields of media communication are dealt with, such as media conception/media design, PR and advertising, film design, social media, gaming, intra- and inter-organizational communication, market and media research, radio and music.</p>		
<b>Intended learning outcomes</b>		
<p>The aim of the practical module is to acquire basic knowledge and application skills that are useful in job-related situations. The offer covers the subject areas of the work units (see contents of the module).</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (4)		
<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>portfolio (approx. 30 pages) Language of assessment: German and/or English</p>		
<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)		