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| Module title | | Abbreviation |
| Marketing and Strategic Communication | | o6-MK-SC-162-m01 |
| 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 | graduate | -- |
| Contents | | |
| This course offers students an opportunity to creatively deal with the analysis of brands and the development of suitable positioning and communication strategies. Students learn how they can use strategic communication to successfully position a brand in the market. | | |
| Intended learning outcomes | | |
| Students learn more about brand communication etc., apply their knowledge to their own brand positioning projects and learn on a practical basis how strategic communication can be used in the field of brand communication. | | |
| 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) | | |
| Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 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 | | |
| Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019) | | |