

<b>Module title</b>		<b>Abbreviation</b>
Media Systems Press and Broadcast		o6-MK-SQMPR-122-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>
3	(not) successfully completed	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module aims to acquaint students with historical, economic, and legal framework conditions of the German press and broadcasting systems. It also provides them with an insight into the conceptualisation and marketing of media offers.		
<b>Intended learning outcomes</b>		
Students should gain an insight into the German media landscape. They learn how to classify and explain the development of current media structures and media offers against the background of historical developments, economic necessities and legal framework conditions. Students learn to question the editorial design of media offers as well as to conceptually and systematically analyse them and estimate their marketing potential.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
<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)		
log (approx. 2 pages)		
<b>Allocation of places</b>		
Only as part of pool of general key skills (ASQ): maximum 20 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.		
<b>Additional information</b>		
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<b>Workload</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		