

Module title		Abbreviation
Business, Market and Media		o6-MK-WMM-WJ-Ex-152-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		
This module aims to provide fundamental knowledge about the structure and development of media markets, marketing, advertising, and public relations. It further provides an introduction to central topics of work and organisational psychology (specifically personnel diagnosis and organisational diagnosis).		
Intended learning outcomes		
Students are able to think in business-oriented ways and business contexts when planning media offers and when strategically communicating on behalf of/in the name of media organisations. They should have a basic knowledge about diagnostic approaches for optimising the internal and external communication of organisations.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
12 places. The number specified is the number of places that will be allocated to students of the Master's degree programme International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation. Places will be allocated by lot.		
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) International Economic Policy (2015)		