

<b>Module title</b>		<b>Abbreviation</b>
Business, Market and Media 1		o6-MK-WMM1-102-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>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>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).</p>		
<b>Intended learning outcomes</b>		
<p>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.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> <li>o6-MK-WMM1-1-102: V (no information on SWS (weekly contact hours) and course language available)</li> <li>o6-MK-WMM1-2-102: V (no information on SWS (weekly contact hours) and course language available)</li> </ul>		
<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>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p><b>Assessment in module component o6-MK-WMM1-1-102: Business, Market and Media</b></p> <ul style="list-style-type: none"> <li>5 ECTS, Method of grading: numerical grade</li> <li>written examination (approx. 50 minutes)</li> <li>Language of assessment: German, English</li> </ul> <p><b>Assessment in module component o6-MK-WMM1-2-102: Industrial and Organizational Psychology</b></p> <ul style="list-style-type: none"> <li>5 ECTS, Method of grading: numerical grade</li> <li>written examination (approx. 50 minutes)</li> <li>Language of assessment: German, English</li> </ul>		
<b>Allocation of places</b>		
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<b>Additional information</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>		
Bachelor' degree (1 major) Media Communication (2012)		
Bachelor' degree (1 major) Media Communication (2010)		