

<b>Module title</b>		<b>Abbreviation</b>
Business, Market and Media 1		06-MK-WMM1-152-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>		
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).		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + V (2)		
<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)		
a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
<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 (2015)		