

<b>Module title</b>		<b>Abbreviation</b>
Business, Market and Media 2		o6-MK-WMM2-102-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>
8	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In the context of a seminar, this module will provide students with more in-depth insights into either internal or external business communication. Building on the contents of the two lectures in the module <i>Wirtschaft, Markt und Medien 1 (Business, Market and Media 1)</i> , the module will discuss in more detail either aspects of marketing, advertising and public relations or aspects of work and organisational psychology.		
<b>Intended learning outcomes</b>		
Building on the contents of the two lectures of module <i>Wirtschaft, Markt und Medien 1 (Business, Market and Media 1)</i> , this module acquaints students with concrete application fields and processes of business communication. The skills acquired in this module should enable students to flexibly respond to labour market needs in different media areas.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S + T (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)		
a) oral examination of one candidate each (approx. 30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) term paper (approx. 20 pages) or d) portfolio (maximum 20 pages) Language of assessment: German, English		
<b>Allocation of places</b>		
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<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>		
Bachelor' degree (1 major) Media Communication (2012) Bachelor' degree (1 major) Media Communication (2010)		