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| Module title | | Abbreviation |
| Crossmedia Storytelling in Business Communication | | 12-CWK-242-m01 |
| Module coordinator | | Module offered by |
| Holder of the Professorship of Economic Journalism | | Faculty of Business Management and Economics |
| ECTS | Method of grading | Only after succ. compl. of module(s) |
| 5 | numerical grade | -- |
| Duration | Module level | Other prerequisites |
| 1 semester | undergraduate | -- |
| Contents | | |
| <p>Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.</p> | | |
| Intended learning outcomes | | |
| <p>After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.</p> | | |
| Courses (type, number of weekly contact hours, language – if other than German) | | |
| S (2) Module taught in: German and/or English | | |
| Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus) | | |
| Portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus | | |
| Allocation of places | | |
| <p>20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p> | | |
| Additional information | | |
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| Workload | | |
| 150 h | | |
| Teaching cycle | | |
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| Referred to in LPO I (examination regulations for teaching-degree programmes) | | |
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| Module appears in | | |
| <p>Bachelor' degree (1 major) Business Information Systems (2024) Bachelor' degree (1 major) Economathematics (2024) Bachelor' degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> | | |

