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|---|--------------------------|--|
| <b>Module title</b>   |                          | <b>Abbreviation</b>                          |
| Business Communication in Print, Online and Social Media  |                          | 12-M-ECC-182-m01                             |
| <b>Module coordinator</b>   |                          | <b>Module offered by</b>                     |
| Holder of the Professorship of Economic Journalism  |                          | Faculty of Business Management and Economics |
| <b>ECTS</b>   | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b>  |
| 5   | numerical grade          | --   |
| <b>Duration</b>   | <b>Module level</b>      | <b>Other prerequisites</b>                   |
| 1 semester  | graduate                 | --   |
| <b>Contents</b>   |                          |  |
| <p>This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.</p>                             |                          |  |
| <b>Intended learning outcomes</b>   |                          |  |
| <p>By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.</p> |                          |  |
| <b>Courses</b> (type, number of weekly contact hours, language – if other than German)  |                          |  |
| V (2) + Ü (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)  |                          |  |
| <p>written examination (approx. 60 minutes)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>  |                          |  |
| <b>Allocation of places</b>   |                          |  |
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| <b>Additional information</b>   |                          |  |
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| <b>Workload</b>   |                          |  |
| 150 h   |                          |  |
| <b>Teaching cycle</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>  |                          |  |
| <p>Master's degree (1 major) Management (2018)<br/>Master's degree (1 major) International Economic Policy (2018)<br/>Master's degree (1 major) China Business and Economics (2019)<br/>Master's degree (1 major) China Language and Economy (2019)<br/>Master's degree (1 major) Media Communication (2019)</p>  |                          |  |

Master's degree (1 major) Information Systems (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
Master's degree (1 major) Media Entertainment (2022)  
Master's degree (1 major) Psychology of digital media (2022)  
exchange program Business Management and Economics (2022)