

<b>Module title</b>		<b>Abbreviation</b>
Production of a cross-media economic journal		12-M-PS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Monetary Policy and International Economics		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>The course provides students with an insight into the processes involved in journalistic media production and reproduction for classic and digital media. Students become familiar with the technical basics as well as the practice of creating print, audio and video formats.</p>		
<b>Intended learning outcomes</b>		
<p>German intended learning outcomes available but not translated yet.</p> <p>In diesem Seminar wird die inhaltlich-konzeptionelle Umsetzung eines PMagazins erlernt und praktisch crossmedial umgesetzt. Die Studierenden erlernen in diesem Projekt selbst tagesaktuell, reflektiert und rezipientenorientiert wirtschaftsjournalistische Artikel, Hörfunk- und TV-Beiträge zu produzieren. Darüber hinaus werden Handwerksmittel zur Gestaltung und Umsetzung unterschiedlicher Medienprodukte erlernt.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (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>Documentation of both activities as member of the editorial team and input given as well as contributions made by students</p> <p>Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated once a year at the beginning of the winter semester. Applicants who were allocated a place in this procedure are entitled to attend all courses assigned to these modules and to be admitted to the corresponding assessments (separate registration required).</p>		
<b>Additional information</b>		
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Media Communication (2015)