

Module title		Abbreviation
B2B Journalism		38-CS-FJ-182-m01
Module coordinator		Module offered by
head of Service Centre for Innovation in Teaching and Learning (ZiLS)		
ECTS	Method of grading	Only after succ. compl. of module(s)
2	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Differentiation between specialist publishers and other types of publishers. Entry-level career opportunities in the field of specialised journalism. Scope of work in editorial departments. Relevance of professional events. Sample tasks that the participants have to perform in the context of a (current) professional event: Forms of documentation in the context of crossmedia, editorial work, preparation, implementation and evaluation of interviews, presentation of results.</p>		
Intended learning outcomes		
<p>The students become acquainted with the occupational field of specialised journalism. They know which personal key competencies qualify them for working in this field and are confident in using relevant sources of information. They are able to create a portfolio containing relevant information for the above-mentioned occupational field, the self-developed presentations, press releases and interview documentations. The oral and written presentations serve as opportunities for exercising various communication and social competencies.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (1)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>portfolio (approx. 7 pages), in addition in digital form Assessment offered: Once a year, winter semester</p>		
Allocation of places		
<p>max. 20 places. Primarily for students from the humanities. Places will be allocated according to the number of subject semesters; among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
--		
Workload		
60 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
keinem Studiengang zugeordnet		