

Module title		Abbreviation
Praktikum Marketing im Career Service		38-CS-PrM-112-mo1
Module coordinator		Module offered by
head of Unit 2.5: Career Centre		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
We develop and implement marketing measures to draw attention to the range of services of the Career Service and to increase its popularity amongst students and teachers. In addition, we cooperate with the students to determine their current needs in order to optimise the work of the Career Service. The work placement includes weekly meetings, an analysis of the efficiency of the Career Service so far, the development of new and original target-group-specific measures and the independent implementation of a measure within the team of trainees, using different forms of organisation and (online) media.		
Intended learning outcomes		
The trainees become acquainted with a variety of marketing measures and their practical application. They learn what to keep in mind when organising events, developing ideas and implementing unusual marketing measures. They are able to develop and apply various methods of editorial work for online marketing (e.g. websites, blogs, Facebook campaigns, live posts). Furthermore, they improve their communication and presentation skills by making personal appearances on different occasions and in front of different groups. The trainees acquire broad competencies in team and project work which also include the evaluation of campaigns and measures on the basis of a documentation which serves as a foundation for the work of the next group of trainees.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 10 pages) with documentation of work		
Allocation of places		
Number of places: maximum 8. 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.		
Additional information		
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Workload		
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Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		