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# Module Catalog

Bachelor's degree (B.A.)  
Media Management (MM)

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## List of Abbreviations

### General abbreviations:

SWS	Contact hours (45 min. each) per week
CP	Credit points according to the European Credit Transfer System (ECTS)

### Course type:

V	Lecture
Ü	Exercise course
P	Project
S	Seminar
B	Supervision

### Forms of examination:

KL	Written exam with duration: KL30 = 30 min., KL60 = 60 min.
MP	Oral examination
RE	Paper and presentation
HA	Term paper
PA	Project work
SB	Portfolio (collection of lecture notes and assignments)
BA + KO	Bachelor's thesis and defense

## 1. Term 1

### 1.1 General Business Administration

No: 1.1	Mandatory module: General Business Administration	Language: German		Credit points: 5	
		Frequency: each fall term		Term: 1	
		Workload: 150 h		Form of examination: KL60 / MP	
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 90 h		
Courses:		Module commissioner:		Teaching and learning types:	Scope (SWS):
Introduction Business Administration		Prof. Dr. Michael Vorfeld		V	2
Introduction to Management				V	2
This module is used for the following degree programs: MM, MK					
<p><b>Contents</b></p> <p><u>Introduction Business Administration</u> The enterprise as a subject of business administration. Basic business management terms. Operational target systems and decision-making processes. Legal forms of partnerships and corporations. Other legal forms (cooperatives, etc.). Combination of legal forms. Peculiarities of the business treatment of services.</p> <p><u>Introduction to Management</u> Basic concepts of planning (e.g., planning, improvisation and forecasting, benefits and stages of planning). Alternative planning procedures. Subcomplexes of planning (corporate mission statement planning, strategic, operational, profit and loss and liquidity planning). Budgeting (budgeted income statement, budgeted financial statement, budgeted balance sheet). Importance and contents of personnel management. Management-by-models (basic features, prerequisites as well as advantages and weaknesses of selected models). Selected leadership functions and their effective application (especially informing, praising, complaining). Understanding the relationship between conceptions of people and leadership styles. Fundamentals of business management and functions of management. Goal-oriented activities of the manager. Controlling. Procedure for change processes. Selected organizational development tools.</p>					
<p><b>Learning objectives and competencies to be imparted</b></p> <p><u>Introduction Business Administration</u> Students will learn and correctly apply the basic concepts of business administration as they relate to constitutive decisions and performance processes. They develop an understanding of operational decision-making processes. Based on general business administration, the participants are able to recognize and correctly apply the special features of the business perspective on services and production processes.</p> <p><u>Introduction to Management</u> Students understand basic concepts, principles and methods of planning and are able to assess them, know important management models, especially for service companies, with regard to their content and aspects of application. They have an overview of the importance of personnel management and its central functions and are able to justify decisive rules for the effective exercise of selected management functions. They get to know and understand basic terms and principles of corporate management and leadership as well as functions of</p>					

management, are able to assess corporate goals and target relationships and learn to derive goal-oriented activities of the manager from them. They also learn about theoretical principles of change management.

### **Literature and teaching aids**

#### Introduction Business Administration

Hahmann, Halver, Heim Lommatzsch, Tesche, and Vorfeld (2017): *Wirtschaft und Recht*, DeGruyter Oldenburg, eds.: Halver/Vorfeld, Berlin.

Hutzschenreuter, T. (latest ed.): *Allgemeine Betriebswirtschaftslehre - Grundlagen mit zahlreichen Praxisbeispielen*, Wiesbaden: Gabler

Nothhelfer, Foschiani, Rade, Trauzettel (2017): *Klausurtraining für allgemeine Betriebswirtschaftslehre*, DeGruyter Oldenburg, ed: Halver/Vorfeld, Berlin.

Olfert/Rahn (2018): *Einführung in die Betriebswirtschaftslehre*, Ludwigshafen: Kiehl

Schierenbeck, H./Wöhle, C. (2016): *Grundzüge der Betriebswirtschaftslehre*, 16th edition, Munich: Vahlen

Thommen, J.-P./Achleitner, A.-K. (2016): *Allgemeine Betriebswirtschaftslehre*, Wiesbaden: Gabler

Vahs, Dietmar; Schäfer-Kunz, Jan (2017): *Einführung in die Betriebswirtschaftslehre*, Stuttgart: Schäffer-Poeschel

Wöhe, Döring. Brösel (2016): *Einführung in die Allgemeine Betriebswirtschaftslehre*, München: Vahlen

#### Introduction to Management

Berndt, Ralph (2010): *Erfolgreiches Management: Herausforderungen an das Management*, Wiesbaden: Gabler

Doppler, Klaus; Lauterburg, Christoph (2002): *Change Management: Den Unternehmenswandel gestalten*. Frankfurt/Main: Campus

Eichenberg, Hahmann, Hördt, Luther, Stelzer-Rothe (2017): *Unternehmensführung*, DeGruyter Oldenburg, ed: Halver/Vorfeld, Berlin.

Eichenberg, Hahmann, Hördt, Luther, Stelzer-Rothe (2019): *Personalmanagement, Führung und Change-Management*, DeGruyter Oldenburg, ed.: Halver/Vorfeld, Berlin.

Schreyögg, G. / Koch, J. (2010): *Grundlagen des Managements: Basiswissen für Studium und Praxis*, Wiesbaden: Gabler

Steinmann, H. / Schreyögg, G./ Koch, J. (2013): *Grundlagen der Unternehmensführung Konzepte - Funktionen – Fallstudien*, Wiesbaden: Gabler

Thommen (2012): *Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht*, Wiesbaden: Gabler

## 1.2 Financial Management

<b>No:</b> 1.2	<b>Mandatory module:</b> Financial Management	<b>Language:</b> German		<b>Credit points:</b> 5	
		<b>Frequency:</b> each fall term		<b>Term:</b> 1	
		<b>Workload:</b> 150 h		<b>Form of examination:</b> KL60	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60 h	<b>Self-study hours:</b> 90 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Financing und Investment		Prof. Dr. Vorfeld		V+Ü	2
Financial Mathematics				V+Ü	2
<b>Contents</b>					
<p><u>Financing and Investment:</u></p> <ul style="list-style-type: none"> <li>- Cost and activity accounting delimitation, tasks and structure of the KLR. Breakdown of cost elements</li> <li>- Cost center accounting with the BAB and various methods of internal activity accounting</li> <li>- Various costing methods of cost unit accounting. Cost unit time accounting as operating result accounting according to the total cost and cost of sales method</li> <li>- Selected methods of partial cost accounting and the use of contribution margins for decision making</li> </ul> <p><u>Financial Mathematics:</u></p> <ul style="list-style-type: none"> <li>- The module provides basic knowledge of financial mathematical methods including</li> <li>- Interest calculation</li> <li>- Pension calculation</li> <li>- Redemption statement</li> <li>- Depreciation and economic efficiency of investments</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p><u>Financing and Investment:</u></p> <p>Students understand and are able to differentiate between the terms financing and investment. Know the most important financing options and are able to explain their application.</p> <p>Are able to distinguish between external and internal financing. Apply and evaluate selected financing options. Gain basic knowledge of the segments of the financial markets and Deutsche Börse.</p> <p>Are able to establish a financial plan. Learn, apply and assess the main methods of investment appraisal.</p> <p><u>Financial Mathematics:</u></p> <p>The module provides basic knowledge of financial mathematical methods. The students know interest calculation, annuity calculation, repayment calculation, depreciation and profitability of investments.</p>					
<b>Literature and teaching aids</b>					
<p><u>Financing and Investment:</u></p> <p>Becker, P. / Peppmeier, P. (2018): Investition und Finanzierung: Grundlagen der betrieblichen Finanzwirtschaft, 8th edition, Wiesbaden: Springer Gabler</p> <p>Bösch, M. (2016): Finanzwirtschaft: Investition, Finanzierung, Finanzmärkte und Steuerung, 3rd edition, Munich: Vahlen</p> <p>Däumler, K.-D./Grabe, J. (2013): Betriebswirtschaftliche Finanzwirtschaft, 10th edition, Herne</p> <p>Olfert, K./Reichel, Ch. (2009): Investition, 11th edition, Ludwigshafen Kiehl Friedrich</p> <p>Olfert, K. (2012): Kompakt-Training Finanzierung, 12th edition, Ludwigshafen Kiehl Friedrich</p>					

Olfert, K. (2015): Kompakt-Training Investition, 7th edition, Ludwigshafen Kiehl Friedrich  
Zantow, R. (2007): Finanzwirtschaft der Unternehmung, 2nd edition, Munich: Vahlen

Financial Mathematics:

Albrecht, P. (2014): Finanzmathematik für Wirtschaftswissenschaftler: Grundlagen, Anwendungsbeispiele, Fallstudien, Aufgaben und Lösungen, 3rd edition, Stuttgart: Schäffer-Poeschel

Arrenberg, J. (2011): Finanzmathematik: Lehrbuch mit Übungen, München: Oldenbourg

Kuppinger, B. (2015): Finanzmathematik, 1st edition, Weinheim: Wiley-VCH

Tietze, Jürgen (2013): Einführung in die Finanzmathematik, 11th edition, Wiesbaden: Vieweg+Teubner

### 1.3 Media Economics

<b>No:</b> 1.3	<b>Mandatory module:</b> Media Economics	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> each fall term		<b>Term:</b> 1	
		<b>Workload:</b> 180 h		<b>Form of examination:</b> KL60	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 75 h	<b>Self-study hours:</b> 105 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Introduction to Economics		Prof. Dr. Blechschmidt		V	2
Media Markets				V	3
<b>Contents</b>					
<u>Introduction to Economics</u>					
<ul style="list-style-type: none"> <li>- Individual economic supply and demand behavior of firms and households; production &amp; cost theory; consumption theory; equilibrium solutions of goods markets with functioning competition</li> <li>- Concentration processes, concentration measures with direct reference to media markets</li> <li>- Economic policy: typical market imperfections (monopolistic and oligopolistic market forms, externalities, lack of public goods, social and distributional policy failures), allocative and distributive interventions of the state to regulate the market</li> <li>- Effects of the financing of government activity</li> </ul>					
<u>Media markets:</u>					
<ul style="list-style-type: none"> <li>- Market and competition. Presentation and discussion of the intertwined mass media genres of print, radio, TV, film and the various channels of distribution</li> <li>- Mass media and social media paradigm in journalistic and economic competition</li> <li>- Special role of journalism and media systems in international comparison</li> <li>- Group structures, innovation, business development in media management with discussion of company types, business management and journalistic issues</li> <li>- historical, political, legal, economic and social framework in national and international comparison</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Introduction to Economics:</u>					
After successful completion of the course, students will be able to situate economic traditions between neoclassicism, Keynesianism and Marxism and, in particular, to understand the concentration processes relevant to the media sector - as well as to analyze and evaluate economic policy decisions with regard to their allocative and distributive effects on markets.					
<u>Media Markets:</u>					
Students acquire in-depth knowledge of the market realities in relation to individual media genres, taking particular account of the dynamics of convergence. They learn about the specific framework conditions of journalistic and economic competition and analyze these specifically in relation to the media genre, the chosen distribution channel and the respective value creation. They look at the fields of action of media management from the perspective of market requirements and apply the knowledge gained in the course to possible work realities. After successful completion of the course, students will also have an overview of the most important providers and players within the various media supply chains.					
<b>Literature and teaching aids</b>					
<u>Introduction to Economics:</u>					

Bartling, H., Luzius F., Fichert, F. (2019): Grundzüge der Volkswirtschaftslehre: Einführung in die Wirtschaftstheorie und Wirtschaftspolitik, 18th edition, Vahlen, Munich  
Mankiw, G. / Taylor, M.P. (2018): Grundzüge der Volkswirtschaftslehre, 7th edition, Schäffer-Poeschel, Stuttgart  
Stocker, F. (2013): Spaß mit Mikro, 7th edition, Oldenbourg Verlag, München

Media Markets:

Beck, K. (2018): Das Mediensystem Deutschlands. Strukturen, Märkte, Regulierung. 2nd, revised and updated edition. Wiesbaden: Springer VS.  
Beyer, Andrea; Carl, Petra (2012): Einführung in die Medienökonomie, 3rd ed., UTB, Konstanz/Munich.  
Krone, Jan; Pellegrini, Tassilo (eds.) (2018): Handbuch Medienökonomie. Springer Fachmedien Wiesbaden GmbH. Wiesbaden  
Schumann, M., Hess, T., Hagenhoff, S. (2014): Grundfragen der Medienwirtschaft: Eine betriebswirtschaftliche Einführung, 5th edition Springer Gabler, Springer Fachmedien, Wiesbaden  
Wirtz, Bernd (2019): Medien- und Internetmanagement, 10th edition Springer Gabler, Springer Fachmedien, Wiesbaden

### 1.4 Print and Web

<b>No:</b> 1.4	<b>Mandatory module:</b> Print and Web	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> each fall term		<b>Term:</b> 1	
		<b>Workload:</b> 180 h		<b>Form of examination:</b> PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60 h	<b>Self-study hours:</b> 120 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Print Production		Prof. Kölmel		V+Ü	2
Web Production				V+Ü	2
<b>Contents</b>					
<u>Print Production:</u>					
<ul style="list-style-type: none"> <li>- Practical exercises in editing text, graphics and photos with a view to presentation in print products</li> <li>- Fundamentals of print communication and typography on both a content and design level</li> <li>- Dealing with image processing and design programs</li> <li>- Researching content, arranging layout and design using the concrete example of a media brochure</li> <li>- Notes on the design software will be given as part of the course</li> </ul>					
<u>Web Production:</u>					
<ul style="list-style-type: none"> <li>- Theoretical basics of internet history, online journalism, programming (HTML)</li> <li>- Practical examples</li> <li>- Integrating researched and self-designed content into web applications.</li> <li>- Page design is realized with the help of the content management system Wordpress.</li> <li>- Use of the software and, on the basis of the design principles learned, creation of a homepage in a creative way that is specific to the target group.</li> <li>- Instructions on how to use Wordpress will be given as part of the course</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p>Students acquire practical skills and abilities in the production of media offerings as part of the Media Management degree program. Against this background, the aim of the module is to research and prepare content in a way that is appropriate for the target group and to implement it in suitable forms - especially as print media and web offerings. Students will be able to assess the importance of each stage in the production process of print and online media.</p> <p>They work with programs from the Adobe family. The module teaches the processes involved in the production of print media and websites and provides an up-to-date overview of their development.</p> <p>Students are thus enabled to evaluate web sites and print products in a differentiated manner with regard to design, communication potential and reception.</p>					
<b>Literature and teaching aids</b>					
<u>Print Production:</u>					
Bosshard, Hans Rudolf (2006): Der typografische Raster. Sulgen: Niggli					
Forssman, Friedrich; de Jong, Ralf (2004): Detailtypografie. Mainz: Hermann Schmidt					
Forssman, Friedrich; Willberg, Hans Peter (2010): Lesetypografie. 5th edition, Mainz: Germann Schmidt					
Forssman, Friedrich (2015): Wie ich Bücher gestalte, 3rd edition, Wallstein Verlag					
Kupferschmid, Indra (2009): Buchstaben kommen selten allein: Ein typografisches Handbuch. Sulgen: Niggli					

Müller, Marion G. (2014): Grundlagen der visuellen Kommunikation: Theorien und Methoden. Konstanz: UVK  
Sahle, P. (2013): Digitale Editionsformen: Das typografische Erbe, Norderstedt: BoD

Web Production:

Andrew, M. (2019): Social Media Marketing 2019: How to Marketing for a Brand and will Become an Expert brand Ambassador Using Facebook, Twitter, YouTube & Instagram, London: Social Media Academy  
Beberich, O. (2016): Trusted WEB 4.0 – Infrastruktur für eine Digitalverfassung, Wiesbaden: Springer Fachmedien Wiesbaden GmbH  
Bühler, P. & Schlaich, P. & Sinner, D. (2018): Webdesign: Interfacedesign - Screendesign - Mobiles Webdesign, Berlin: Springer Vieweg  
Clark, G. (2019): Social Media Marketing 2019: Instagram, Facebook, Youtube and Twitter – Advertising Guide for Influencers, London: Social Media Academy  
Dziki, J. (2018). Suchmaschinen-Optimierung für Dummies, Weinheim: Wiley-VCH  
Heijnk, Stefan (2011): Texten fürs Web. Grundlagen und Praxiswissen für Online-Redakteure, 2nd ed. Heidelberg: dpunkt-Verlag  
Haarkötter, H. (2019). Journalismus.online: Das Handbuch zum Online-Journalismus, Köln: Halem  
Holmes, S. (2019): Social Media Marketing: Unternehmenserfolg mit Facebook, Instagram, XING & Co., Nürnberg: Webmasters Press  
Opresnik, M. & Hollensen, S. & Kotler, P. (2019): Social Media Marketing: Ein praxisorientierter Leitfad für erfolgreiches Online-Marketing, 2nd edition, St. Gallen: Opresnik Management Consulting  
Oswald, B. (2019): Digitaler Journalismus: Ein Handbuch für Recherche, Produktion und Vermarktung, Berlin: Midas  
Schuchmann, M. (2019): Dynamische Webseiten: Einstieg in HTML, PHP und MySQL, 2nd edition, Norderstedt: BoD  
Zerfaß, A. & Pleil, T. (2017): Handbuch Online-PR. Strategische Kommunikation in Internet und Social Web, Köln: Halem

### 1.5 Communication Science and Academic Skills I

<b>No:</b> 1.5	<b>Mandatory module:</b> Communication Science and Academic Skills I	<b>Language:</b> German		<b>Credit points:</b> 5	
		<b>Frequency:</b> each fall term		<b>Term:</b> 1	
		<b>Workload:</b> 150 h		<b>Form of examination:</b> HA / KL60 / MP	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60 h	<b>Self-study hours:</b> 90 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Introduction to Communication Science		Prof. Dr. Sommer		V	2
Introduction to Academic Skills and Methods				V+Ü	2
This module is used for the following degree programs: MK, MM					
<b>Contents</b>					
<u>Introduction to Communication Science:</u>					
<ul style="list-style-type: none"> <li>- Communication studies as a social science discipline: theoretical perspectives and methodological approaches</li> <li>- Key terms: communication, interaction, media, public, medialization</li> <li>- Research fields: communicator research, content research, usage research, impact research</li> </ul>					
<u>Academic Skills:</u>					
<ul style="list-style-type: none"> <li>- Research process</li> <li>- Topic identification</li> <li>- Research</li> <li>- Reading</li> <li>- Presentation</li> <li>- Writing scientific texts</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Introduction to Communication Science:</u>					
Students gain an overview of the subject and its research fields and are able to assign research questions to the respective subfields. They are able to describe the basic concepts of the subject in their own words. They are familiar with the empirical-social science approach of the subject and can reproduce selected findings from individual research fields.					
<u>Academic Skills:</u>					
Students know the techniques of scientific work and apply them in their own term paper. They are able to derive and concretize a question from the subject area of the lecture "Introduction to Communication Studies" and to elaborate on it on the basis of their own research and supplementary literature.					
<b>Literature and teaching aids</b>					
<u>Introduction to Communication Science:</u>					
Beck, K. (2013). Kommunikationswissenschaft. Stuttgart: UTB					
Burkart, R. (2002). Kommunikationswissenschaft: Grundlagen und Problemfelder. Stuttgart: UTB					
Pürer, H. (2014). Publizistik- und Kommunikationswissenschaft. Ein Handbuch. Stuttgart: UTB					
Stöber, R. (2008). Kommunikations- und Medienwissenschaften. Eine Einführung. München: Beck.					
<u>Academic Skills:</u>					

- Dahinden, U., Sturzenegger, S. & Neuroni, A. C. (2006). *Wissenschaftliches Arbeiten in der Kommunikationswissenschaft*. Bern, Stuttgart, Wien: Haupt UTB.
- Franck, N. & Sary, J. (2013). *Die Technik wissenschaftlichen Arbeitens*. UTB.
- Früh, W. (2017): *Inhaltsanalyse. Theorie und Praxis*. 9th, revised edition. Konstanz, München: UVK Verlagsgesellschaft mbH; UVK/Lucius (UTB)
- Herold, C.; Herold, M. (2017): *Selbstorganisiertes Lernen in Schule und Beruf. Gestaltung wirksamer und nachhaltiger Lernumgebungen*. Mit Online-Materialien. 3rd, updated and expanded edition. Weinheim: Beltz
- Huerner, B. & Rheindorf, M. (2009). *Wissenschaftliches Schreiben. Ein Praxishandbuch für Studierende der Geistes- und Sozialwissenschaften*. Wien, Köln, Weimar: UTB.
- Karmasin, M. & Ribing, R. (2017). *Die Gestaltung wissenschaftlicher Arbeiten*. Wien: Facultas UTB.
- Rau, H. (2016). *Der ‚Writing Code‘: Bessere Abschlussarbeiten in kürzerer Zeit*. Baden-Baden: Nomos UTB.

**1.6 Business English I**

<b>No:</b> 1.6	<b>Mandatory module:</b> Business English I	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> each fall term		<b>Term:</b> 1	
		<b>Workload:</b> 90 h		<b>Form of examination:</b> KL40	
	<b>Prerequisites for participation:</b> Pass in the exam Business English I	<b>Contact hours:</b> 30 h	<b>Self-study hours:</b> 60 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Business English I		Dr. Caplan		V	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Business English I:</u>					
<ul style="list-style-type: none"> <li>- Advanced grammar and communication basics</li> <li>- Encountering different speaking situations and audiences in English</li> <li>- English vocabulary of economics and business administration</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English I:</u>					
Build basic vocabulary of business English; oral and written use of this vocabulary and practice of communication situations in a business context (on the telephone, correspondence, presentation, job interview)					
<b>Literature and teaching aids</b>					
<u>Business English I:</u>					
Brieger, Nick; Comfort, Jeremy (2014): Language Reference for Business English: Grammar, Functions and Communication. Harlow, Essex: Pearson Education Ltd International					
Cleminius, J. (2019): Englisches Lesebuch für Kaufleute, 1st edition, London: Forgotten Books					
Duckworth/Turner (2018): Business Result, Upper-Intermediate, Oxford					
Sester, Franz; Sester, Elfriede (1999): Englisch für Kaufleute. Berlin: Langenscheidt					
Kindersley, D. (2018): English for Everyone Business English 2: Der visuelle Selbstlernkurs / Kursbuch, London: Hueber					
McCarthy, M. & O'Dell, F. (2017): English Vocabulary in Use Upper-Intermediate Book with Answers: Vocabulary Reference and Practice, 1st edition, Cambridge: Cambridge University Press					
Macull, Bill (2016): Business Vocabulary in Use. Cambridge: Cambridge University Press					

## 2. Term 2

### 2.1 Corporate Accounting

No: 2.1	Mandatory module: Corporate Accounting	Language: German		Credit points: 6	
		Frequency: each spring term		Term: 2	
		Workload: 180 h		Form of examination: KL60	
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 124 h		
Courses:		Module commissioner:		Teaching and learning types:	Scope (SWS):
Bookkeeping/Accounting		Prof. Dr. Vorfeld		V+Ü	2
Cost and Activity Accounting				V+Ü	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Bookkeeping/Accounting:</u> <ul style="list-style-type: none"> <li>- Fundamentals and basic concepts of accounting</li> <li>- Double-entry accounting techniques; financial statements</li> <li>- Components and closing entries. Provisions of commercial law (esp. HGB) for disclosure, measurement, accounting (options, requirements, prohibitions)</li> <li>- Principles of proper accounting/balancing</li> <li>- Structure of the annual balance sheet/§ 266 HGB</li> <li>- Structure of the income statement /§ 275 HGB</li> <li>- Annex content</li> <li>- Reporting obligations in the management report</li> <li>- Sanctions for non-compliance with accounting standards</li> </ul>					
<u>Cost and Activity Accounting:</u> <ul style="list-style-type: none"> <li>- Delimitation, tasks and structure of the KLAR</li> <li>- Breakdown of cost elements</li> <li>- Cost center accounting with the BAB and various methods of internal activity accounting</li> <li>- Different costing methods of cost unit accounting</li> <li>- Cost unit time accounting as operating result accounting according to the total cost and cost of sales method</li> <li>- Selected methods of partial cost accounting and the use of contribution margins for decision making</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Bookkeeping/Accounting:</u> Understanding of basic accounting principles, mastery of accounting techniques, introduction to financial statement preparation. Students are familiar with the objectives of financial statements under commercial law, the preparation, auditing, disclosure of financial statements, the contents of the balance sheet, the notes to the financial statements, and the management report.					
<u>Cost and Activity Accounting:</u> Students are able to classify accounting and recognize cost element accounting as the basis for cost center accounting and cost object accounting as internal accounting. In addition, students know the different methods. This includes determining the individual costs, applying the operational accounting in the BAB incl. internal activity allocation and correctly carrying out the costing procedures; both in the full and in the partial cost					

accounting. They can determine period results based on cost object time accounting and calculate a service in its value.

### **Literature and teaching aids**

#### Bookkeeping/Accounting:

Bornhofen, M. / Bornhofen, M.C. (2018): Buchführung 1, 30th edition, Wiesbaden. Springer Gabler Verlag

Bornhofen, M. / Bornhofen, M.C. (2018): Buchführung 2, 30th edition, Wiesbaden. Springer Gabler Verlag

Hufnagl, W. / Burgfeld-Schächer, B. (2018): Einführung in die Buchführung und Bilanzierung, 9th ed. Berlin: NWB Verlag

Wöhe, Günther; Kußmaul, Heinz (2018): Grundzüge der Buchführung und Bilanztechniken, 10th ed. München: Vahlen

#### Kosten- und Leistungsrechnung:

Coenenberg, A.-G./Fischer, T./Günther, T. (2016): Kostenrechnung und Kostenanalyse, 9th ed. Stuttgart: Schäffer-Poeschel

Däumler, K.-D.; Grabe, J. (2013): Kostenrechnung 1 – Grundlagen, 11th edition. Berlin: NWB

Friedl, G. / Hofmann, C. / Pedell, B. (2017): Kostenrechnung: Eine entscheidungsorientierte Einführung, 3rd ed. München: Vahlen

Olfert, K. (2018): Kostenrechnung - Kompendium der praktischen Betriebswirtschaft, 18th edition, Ludwigshafen Kiehl Friedrich

Schmidt, A. (2017): Kostenrechnung - Grundlagen der Vollkosten-, Deckungsbeitrags- und Plankostenrechnung sowie des Kostenmanagements, 8th edition, Stuttgart: Schäffer-Poeschel

Deitermann, M.; Flader, B. (2018): Industrielles Rechnungswesen – IKR, 47th edition, Darmstadt: Winklers

**2.2 Media Science**

<b>No:</b> 2.2	<b>Mandatory module:</b> Media Science	<b>Language:</b> German		<b>Credit points:</b> 5	
		<b>Frequency:</b> each spring term		<b>Term:</b> 2	
		<b>Workload:</b> 150 h		<b>Form of examination:</b> KL60 / HA / MP	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 56 h	<b>Self-study hours:</b> 94 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Media Analysis		Prof. Dr. Sommer		V	2
Media History				V	2
This module is used for the following degree programs: MM, MK, (MD)					
<b>Contents</b>					
<u>Media Analysis:</u>					
<ul style="list-style-type: none"> <li>- Technical categories of film analysis: image, camera angles, setting, light / color, sound (dialogues, music, noises), image-sound connection, editing</li> <li>- Narrative categories of film analysis: plot, characters, narrative events, time, montage, character analysis</li> <li>- Interpretive/comparative product analysis: intertextuality / biographical method / literary or film historical, sociological, psychological, genre-specific film interpretation, transcultural film analysis</li> </ul>					
<u>Media History:</u>					
<ul style="list-style-type: none"> <li>- Media history as social history: Theoretical perspectives and methodological approaches in media history research</li> <li>- Prehistory of mass communication as the history of public communication</li> <li>- Emergence of mass communication: Book printing, development of the press, social consequences of the press, structural change of the public, development of the journalistic profession</li> <li>- Modern mass press and correspondence and news in the 18th/19th century</li> <li>- Development of electronic media: film, broadcast</li> <li>- Mass communication in dictatorship and war, propaganda</li> <li>- From mass communication into the digital age</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Media Analysis:</u>					
Students will become familiar with scientific approaches to film and television reception and will be able to distinguish between an analytical and an interpretative approach to audiovisual media. They recognize the essential technical and narrative design features of audiovisual texts and can classify them in terms of film theory.					
<u>Media History:</u>					
The students know the basic history of the development of modern media of public communication. They can roughly describe the development steps and phases of individual media genres and understand how they are interwoven with social development. They are able to reflect on the constitution of today's media system in its historical development and to assess current and future media developments in terms of their significance for society.					
<b>Literature and teaching aids</b>					

Media Analysis:

Hickethier, K. (2001): Film- und Fernsehanalyse. Stuttgart; Weimar: J.B. Metzler.

Faulstich, W. (2008): Grundkurs Filmanalyse. München: UTB.

Mikos, L. (2003). Film- und Fernsehanalyse. Konstanz: UVK.

Media History:

Bösch, F. (2011). Mediengeschichte. Frankfurt: Campus Verlag.

Faulstich, W. (2004). Medienwissenschaft. Paderborn: Wilhelm Fink Verlag (UTB).

Stöber, R. (2003). Mediengeschichte. Volumes 1 & 2. Wiesbaden: Westdeutscher Verlag.

Wilke, J. (2008). Grundzüge der Medien- und Kommunikationsgeschichte. Köln: Böhlau UTB.

### 2.3 Media Conception

<b>No:</b> 2.3	<b>Mandatory module:</b> Media Conception	<b>Language:</b> German		<b>Credit points:</b> 7	
		<b>Frequency:</b> each spring term		<b>Term:</b> 2	
		<b>Workload:</b> 210 h		<b>Form of examination:</b> PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 84 h	<b>Self-study hours:</b> 126 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Conception		Prof. Kölmel		V+Ü	2
Production				V+Ü	2
Software				S+Ü	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Conception:</u>					
<ul style="list-style-type: none"> <li>- Successful media production depends on effective interactions of theoretical and practical skills.</li> <li>- The development process of media applications must be examined to determine how the complex field of tension between content, media dramaturgy, technical presentation and reception behavior can be combined into an integrated concept.</li> <li>- The module provides the relevant methodological skills. For example, target groups that have just formed need to be addressed with novel operating concepts, technical ideas, and storytelling.</li> <li>- In parallel, we analyze which software supports the conceptual process.</li> <li>- Depending on the degree of topicality of the changing media technologies and applications, the focus will vary.</li> </ul>					
<u>Production:</u>					
<ul style="list-style-type: none"> <li>- The course covers various conceptual approaches to media production from idea to final realization.</li> <li>- The objective of the module is to demonstrate a procedure for the realization of successful content transfer on the basis of strategic concepts.</li> <li>- Efficient use of media depends on the right composition of information forms from the portfolio of classic and new communication channels.</li> </ul>					
<u>Software:</u>					
<ul style="list-style-type: none"> <li>- The course begins with the basic tools provided by media software, which enable creative work and are supplemented in the course by more complex tools for solving more demanding tasks.</li> <li>- Techniques must be taught to ensure that work is as flexible as possible.</li> <li>- Generation of products in the sense of a high-quality and appropriate presentation for corresponding media.</li> <li>- The techniques and methods are always tested and trained in the context of design tasks, the focus is on design possibilities that are essential in the production environment</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Conception:</u>					
This course introduces students to the practice of designing communications projects. They will apply planning methods, such as copy strategy, and a set of creative techniques to generate ideas and test them against target audiences. As part of the course, students must regularly present their planning status, and these presentations can take on the character of a pitch. Students plan the project and the necessary use of technology					

independently and in groups. Students learn to develop integrated campaigns / integrated concepts, i.e. to conceptualize topics and content for inter- and transmedia implementations.

#### Production:

In this course, students deepen their knowledge in the field of media technology. They will be introduced to professional AV production standards and learn how to use the available technology. After successfully attending the course, they will be able to confidently assemble technology for specific production projects under real economic conditions and thus depending on the budget in the AV sector, they will know the essential variables for sound (microphone technology, mixing), light (HMI, artificial light and positions) and camera (optics, standards, codecs), know about the physical-optical relationships and can implement requirements directly on the equipment.

#### Software:

Students study the basic elements of media software as well as their visualization capabilities, specifically print media and visual trends. In this context, students receive an introduction to corresponding application software and analyze differences or possibilities of vector- and pixel-based graphics. The confident handling of the graphical basic programs is trained to the extent that occurring problems can be solved independently with software functions.

### **Literature and teaching aids**

#### Conception:

Bruhn, Manfred (2014): Unternehmens- und Marketingkonzeption - Handbuch für ein integriertes Kommunikationsmanagement, 3rd ed. München: Vahlen  
 Hartleben, Ralph Erik, et al. (2014): Kommunikationskonzeption und Briefing. Erlangen: Publicis Publishing  
 Kotler, Philip et al. (2018): Marketing-Management. Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente - Praxisbeispiele, Wiesbaden: Springer Gabler  
 Jacobsen, J. (2017): Website-Konzeption: Erfolgreiche Websites planen, umsetzen und betreiben, 8th edition, Heidelberg: dpunkt  
 Osswald, Kerstin (2012): Konzeptmanagement: Interaktive Medien - Interdisziplinäre Projekte. Berlin/Heidelberg: Springer  
 Schnettler, Josef (2003): Erfolgreich im Beruf: Konzeption und Mediaplanung für Werbe- und Kommunikationsberufe. Berlin: Cornelsen

#### Production:

Bonhoeffer, Georg (2010): Produktionsleitung für Film und Fernsehen. Konstanz: UVK.  
 Benkowitz, Peter (2014): Corporate Film. Workbook für Filmemacher. Konstanz: UVK.  
 Hoffmann-Walbeck, T., Zimmermann, G., Hedler, M., Homann, J., Henka, A., Riegel, S., Gerlicher, A., Goik, M., Strobbe, C. (2013): Standards in der Medienproduktion, 1st edition, Berlin: Springer Vieweg  
 Schnellmann, R. (2013): Das ökonomische Dilemma der Medienproduktion, 1st edition, Wiesbaden: Springer Fachmedien.  
 Schmidt, U. (2013). Professionelle Videotechnik. 6th ed. Berlin: Springer  
 Schmidt-Matthiesen, Cornelia; Clevé, Bastian (2010): Produktionsmanagement für Film und Fernsehen. Konstanz: UVK.

#### Software:

Böhringer, Joachim; Bühler, Peter, et al (2014): Kompendium der Mediengestaltung Digital und Print: Konzeption und Gestaltung, Produktion und Technik für Digital- und Printmedien, 6th ed. Berlin: Springer  
 Böhringer, Joachim; Bühler, Peter, et al (2014): Kompendium der Mediengestaltung: I. Konzeption und Gestaltung, 6th ed. Berlin: Springer  
 Grabowski, Beth (2010): Drucktechniken: Das Handbuch zu allen Materialien und Methoden. Köln: Du-Mont Buchverlag  
 Gause, Monika (2017): Adobe Illustrator CC: Das umfassende Handbuch. Bonn: Rheinwerk  
 Mühlke, Sibylle (2016): Adobe Photoshop CC: Das umfassende Handbuch. Bonn: Rheinwerk  
 Wäger, Markus (2016): Grafik und Gestaltung: das umfassende Handbuch, 3rd ed. Bonn: Rheinwerk  
 Striewisch, Tom (2014): Digitalfotografie für Fortgeschrittene: perfekt fotografieren; Bildbearbeitung am Computer. Hannover: humblodt/Schluetersche  
 Seimert, Winfried (2013): Adobe Illustrator CC: Lernen, üben, anwenden. Heidelberg: bhv  
 Team, Adobe Creative (2012): Classroom in a Book: Das offizielle Trainingsbuch von Adobe Systems. München: Addison-Wesley Verlag

Schneeberger, H.; Feix; R. (2018): Adobe InDesign CC: Das umfassende Handbuch – Neuauflage des Standardwerks zu Adobe InDesign CC 2018. Bonn: Rheinwerk

## 2.4 Introduction to Social Research

<b>No:</b> 2.4	<b>Mandatory module:</b> Introduction to Social Research	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> each spring term		<b>Term:</b> 2	
		<b>Workload:</b> 180 h		<b>Form of examination:</b> KL60 / EP	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 56 h	<b>Self-study hours:</b> 124 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Methods of Social Research		Prof. Dr. Denise Sommer		V+Ü	2
Descriptive Statistics				V+Ü	2
This module is used for the following degree programs: MK, MM					
<b>Contents</b>					
<u>Methods of Social Research:</u> <ul style="list-style-type: none"> <li>- Development of research questions</li> <li>- Selection procedure, hypothesis generation and operationalization</li> <li>- Social science methods such as surveys, observations, and content analysis as well as types of qualitative interviews</li> <li>- Data organization and data management</li> <li>- Research quality criteria and quality standards</li> <li>- Presentation and evaluation of the research results</li> </ul>					
<u>Descriptive Statistics:</u> <ul style="list-style-type: none"> <li>- Basic concepts of descriptive statistics</li> <li>- Frequency distributions</li> <li>- Measures of dispersion</li> <li>- Measurement of the concentration of a distribution</li> <li>- Table analysis</li> <li>- Linear single regression</li> <li>- Correlation analysis</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Methods of Social Research:</u> Students learn the basic methods and instruments of social research. In addition to general working techniques, knowledge is imparted with regard to research planning, objects of investigation and survey instruments. In addition, students will know the principles to be followed in evaluating and documenting findings.					
<u>Descriptive Statistics:</u> Students are introduced to the application of descriptive statistics. They are able to prepare and analyze data from a sample. Students will be able to select and correctly apply methods of univariate and bivariate statistics appropriate to the data.					
<b>Literature and teaching aids</b>					
<u>Methods of Social Research:</u> Baur, N.; Blasius, J. (2019): Handbuch Methoden der empirischen Sozialforschung, 2nd edition, Wiesbaden: VS Verlag für Sozialwissenschaften Häder, M. (2015). Empirische Sozialforschung – Eine Einführung, 3rd ed. Wiesbaden: VS Verlag.					

Früh, W. (2017): Inhaltsanalyse. Theorie und Praxis. 9th, revised edition. Konstanz, München: UVK Verlagsgesellschaft mbH; UVK/Lucius (UTB)

Lamnek, S. & Krell, C. (2016): Qualitative Sozialforschung. Mit Online-Materialien. 6th, completely revised ed. Weinheim: Beltz

Kleemann, F., Krähnke, U. & Matuschek, I. (2013): Interpretative Sozialforschung – Eine Einführung in die Praxis des Interpretierens, 2nd ed. Wiesbaden: Springer.

Mayer, H. (2013): Interview und schriftliche Befragung: Grundlagen und Methoden empirischer Sozialforschung, 6th ed. München: Oldenbourg

Mayring, P. (2010): Qualitative Inhaltsanalyse. Grundlagen und Techniken, 11th ed. Weinheim and Basel: Beltz.

Schnell, R.; Hill, P. B.; Esser, E. (2018): Methoden der empirischen Sozialforschung, 11th revised edition. Berlin: De Gruyter Oldenbourg

Descriptive Statistics:

Burkschat, M., Cramer, E. & Kamps, U. (Ed.) (2012): Beschreibende Statistik: Grundlegende Methoden der Datenanalyse. Berlin and Heidelberg: Springer.

Messer, M., Schneider, G. (2019): Statistik - Theorie und Praxis im Dialog, 1st edition, Heidelberg: Springer Spektrum

Ronning, G. (2011): Statistische Methoden in der empirischen Wirtschaftsforschung, 2nd ed. Berlin: LIT.

Sibbertsen, P., Lehne, H. (2015): Statistik - Einführung für Wirtschafts- und Sozialwissenschaftler, 2nd edition, Wiesbaden: Springer Gabler

## 2.5 Academic Skills II

No: 2.5	Mandatory module: Academic Skills II	Language: German		Credit points: 3	
		Frequency: each spring term		Term: 2	
	Prerequisites for participation: none	Workload: 90 h		Form of examination: RE	
Contact hours: 28 h		Self-study hours: 62 h			
Courses:		Module commissioner:		Teaching and learning types:	Scope (SWS):
Presentation and Rhetoric		Prof. Dr. Vorfeld		V+Ü	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Presentation and Rhetoric:</u>					
<ul style="list-style-type: none"> <li>- The basic mental qualities: Self-acceptance, emotional expressiveness</li> <li>- External appearance: Posture, facial expression, gestures</li> <li>- Speaking: Breathing, articulation, intonation, modulation, pauses in speech, volume</li> <li>- Speech: Discipline of thought, structures, argumentation, persuasiveness, credibility</li> <li>- The linguistic design: Stylistic devices, grammar, eloquence, language code</li> <li>- The four sides of a message ("four ears model" according to Friedmann Schulz von Thun)</li> <li>- Guiding objectives of the presentation: Information presentation, persuasive presentation</li> <li>- Presentation content: Key statements, background information</li> <li>- Partner statement: Addressee analysis, participant-oriented selection and design (visualization: the right font, eye-catching points, KISS rule, color effects, color gradients)</li> <li>- Self-statement: participant-oriented behavior and language</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Presentation and Rhetoric:</u>					
<p>In the course Rhetoric and Presentation, after an introduction to the basics of rhetoric, the possible applications of various presentation techniques will be tested and reflected upon by means of practical exercises. The course therefore focuses on participant-activating methods such as small group work and short presentations followed by video evaluation.</p> <p>The course is designed to help students increase their own rhetorical skills and be more confident and poised in future appearances.</p>					
<b>Literature and teaching aids</b>					
<u>Presentation and Rhetoric:</u>					
<p>Hetzel, A. (2010): Die Wirksamkeit der Rede: Zur Aktualität klassischer Rhetorik für die moderne Sprachphilosophie. Bielefeld: Transcript</p> <p>Grzella, M., Kähler, K., Plum, S. (2018): Präsentieren und Referieren, 1st edition, Wiesbaden: Springer Fachmedien Wiesbaden GmbH</p> <p>Kirchner, B.; Kirchner, S.; Kirchner, A. (2006): Rhetorik für Manager. Wiesbaden: Gabler Verlag</p> <p>Klein, J. (2019): Politik und Rhetorik – Eine Einführung, 1st edition, Wiesbaden: Springer Fachmedien Wiesbaden GmbH</p> <p>Schäfer, C. D. (2017). Einführung in die Mediation. Wiesbaden: Springer.</p> <p>Schulz von Thun, F. (2010): Miteinander reden 1: Störungen und Klärungen. Volume 1, Reinbek: rororo</p> <p>Sperling, J. B.; Wasseveld, J. (2004): Führungsaufgabe Moderation. Freiburg im Breisgau: wrs Verlag</p> <p>Ueding, G. (2009): Moderne Rhetorik. Von der Aufklärung bis zur Gegenwart. 2nd edition, Munich. Beck.</p>					

## 2.6 Business English II

<b>No:</b> 2.6	<b>Mandatory module:</b> Business English II	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> each spring term		<b>Term:</b> 2	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 90 h		<b>Form of examination:</b> HA	
<b>Contact hours:</b> 28 h		<b>Self-study hours:</b> 62 h			
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Business English II		Dr. Caplan		V	2
This module is used for the following degree programs: MM					
<p><b>Contents</b></p> <p><u>Business English II:</u></p> <ul style="list-style-type: none"> <li>- Discussions on selected subject-specific topics, cultural investigations and comparisons</li> <li>- Discussion of current topics in the business world</li> <li>- Business game for the foundation of one's own company</li> <li>- Web page design, sales and persuasive presentations, event management, scientific literature, Anglo-American resume and cover letter style, and job portfolios and interviews</li> <li>- Differences between Anglo-American culture and German and European culture</li> </ul>					
<p><b>Learning objectives and competencies to be imparted</b></p> <p><u>Business English II:</u> Culture of management with emphasis on principles of professionalism and the introduction of a "learning organization"; discussions of international experiences with communication in the business world; vocabulary in the field of media, the use of scientific literature in the field of media management.</p>					
<p><b>Literature and teaching aids</b></p> <p><u>Business English II:</u> Brieger, Nick; Comfort, Jeremy (2014): Language Reference for Business English: Grammar, Functions and Communication. Harlow, Essex: Pearson Education Ltd International Cleminius, J. (2019): Englisch Lesebuch Für Kaufleute, 1st edition, London: Forgotten Books Duckworth/Turner (2018): Business Result, Upper-Intermediate, Oxford Sester, Franz; Sester, Elfriede (1999): Englisch für Kaufleute. Berlin: Langenscheidt Kindersley, D. (2018): English for Everyone Business English 2: Der visuelle Selbstlernkurs / Kursbuch, London: Hueber McCarthy, M. &amp; O'Dell, F. (2017): English Vocabulary in Use Upper-Intermediate Book with Answers: Vocabulary Reference and Practice, 1st edition, Cambridge: Cambridge University Press Macull, Bill (2016): Business Vocabulary in Use. Cambridge: Cambridge University Press</p>					

### 3. Term 3

#### 3.1 Corporate Management

No: 3.1	Mandatory module: Corporate Management	Language: German		Credit points: 7	
		Frequency: each fall term		Term: 3	
		Workload: 210 h		Form of examination: KL60	
	Prerequisites for participation: none	Contact hours: 90 h	Self-study hours: 120 h		
Courses:		Module commissioner:		Teaching and learning types:	Scope (SWS):
Financial Planning and Analysis		Prof. Dr. Vorfeld		V+Ü	2
Taxation				V	2
Media Law				V	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Financial Planning and Analysis:</u> <ul style="list-style-type: none"> <li>- Classification of controlling in corporate management</li> <li>- Operational planning: basic concepts and tasks, overall corporate planning, corporate division planning, project planning, special planning tools.</li> <li>- Operational control: comparative calculations, variance analysis.</li> <li>- Operational control: expectation calculation, simulation calculation.</li> <li>- Operational reporting: aspects of reporting, report design, reporting organization</li> </ul>					
<u>Taxation:</u> <ul style="list-style-type: none"> <li>- Systematics of tax types</li> <li>- Basics of income tax, corporate income tax, trade tax, sales tax, inheritance and gift tax</li> </ul>					
<u>Media Law:</u> <ul style="list-style-type: none"> <li>- Constitutional foundations: human dignity, freedom of the media and freedom of expression</li> <li>- Federal organization of the media: state press laws, state media authorities</li> <li>- Dual broadcasting system of the Federal Republic: Interstate Broadcasting Treaty, KEK, KEF</li> <li>- Essential legal principles for media players: copyright, ancillary copyright, right of personality</li> <li>- Specific legal issues of public communication (oriented on current case studies and social discourses, e.g. DSGVO, network enforcement law, upload filters)</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Financial Planning and Analysis:</u> <p>Students will understand individual controlling concepts. Controlling can be clearly differentiated from controllership and from controller. Understanding the controller in his activities of planning, control and information and be able to clearly distinguish them from the company management</p>					
<u>Taxation:</u> <p>Students will gain basic insight into the types of taxes, be able to classify them and deal with them. They will also learn about the system of corporate taxation as well as the taxation of shareholders and its effects.</p>					
<u>Media Law:</u>					

Students acquire a basic understanding of the role of freedom of expression and freedom of the press and their historical significance. In addition to the basic principles of constitutional law, students are familiar with the framework conditions of the dual broadcasting system.

They deal with issues of ancillary copyrights, privacy and personal rights as well as freedom of information and due diligence and are sensitized to the legal challenges of open data networks with their opportunities and risks.

### **Literature and teaching aids**

#### Financial Planning and Analysis:

Bender, H. J. (2011): Kompakt-Training Leasing. Ludwigshafen: Kiehl

Heuer, B. (2011): Controlling: Basislernerheiten und Fallstudien. München: Oldenbourg

Wöhe, Günter; Döring, Ulrich (2013): Einführung in die Allgemeine Betriebswirtschaftslehre. München: Vahlen

Weber, J./Schäffer, U. (2008): Einführung in das Controlling, 12th ed. Stuttgart

#### Taxation:

Bornhofen, M./ Bornhofen, M. C. (2019): Steuerlehre 1 Rechtslage 2019: Allgemeines Steuerrecht, Abgabenordnung, Umsatzsteuer, 40th ed. Wiesbaden: Springer Gabler

Bornhofen, M./ Bornhofen, M. C. (2019): Steuerlehre 2 Rechtslage 2018: Einkommensteuer, Körperschaftsteuer, Gewerbesteuer, Bewertungsgesetz und Erbschaftsteuer, 40th ed. Wiesbaden: Springer Gabler

Schweizer, R. (2019): Steuerlehre, 21st edition. Ludwigshafen: Kiehl

#### Media Law:

Fechner, F. (2016). Lehrbuch des gesamten Medienrechts unter besonderer Berücksichtigung von Presse, Rundfunk und Multimedia. Tübingen: Mohr Siebeck (utb).

Fechner, F. & Mayer, J. C. (2018). Medienrecht Vollschriftensammlung (Textbuch Deutsches Recht). München: C.F. Müller.

### 3.2 Media Marketing

<b>No:</b> 3.2	<b>Mandatory module:</b> Media Marketing	<b>Language:</b> German		<b>Credit points:</b> 7	
		<b>Frequency:</b> each fall term		<b>Term:</b> 3	
		<b>Workload:</b> 210 h		<b>Form of examination:</b> KL60 / HA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 90 h	<b>Self-study hours:</b> 120 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Strategic Marketing		Prof. Dr. Blechschmidt		V	2
Operational Marketing				V+Ü	4
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Strategic Marketing:</u>					
<ul style="list-style-type: none"> <li>- Strategic marketing concept</li> <li>- Insights into target group analysis, consumer typologies, consumer behavior</li> <li>- Market and competition analysis / instruments</li> <li>- Market segmentations</li> <li>- Basic marketing strategies</li> <li>- Marketing organization and controlling</li> <li>- International Marketing Management</li> </ul>					
<u>Operational Marketing:</u>					
<ul style="list-style-type: none"> <li>- Interrelationships between strategic and operational marketing</li> <li>- Overview of operational marketing in the media industry &amp; two-sided markets</li> <li>- Product and brand policy</li> <li>- Pricing policy, behavioral pricing and conjoint analysis</li> <li>- Communication policy and planning</li> <li>- Distribution policy</li> <li>- Specifics of service marketing (processes, personnel and physical environment)</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Strategic Marketing:</u>					
Students are taught the fundamentals of strategic marketing with respect to leading marketing management concepts and methods. Key strategic analysis tools are taught and applied so that students are able to derive strategic management implications. They know the basic marketing strategies and master their application to general as well as media-specific companies in a national as well as international context.					
<u>Operational Marketing:</u>					
Students learn the specifics of media markets from a marketing perspective. They know the different instruments of the marketing mix and are able to translate strategic goals into operational action and to design an optimal marketing mix. They can do cross-media projects both with and for media.					
<b>Literature and teaching aids</b>					
<u>Strategic Marketing:</u>					
Homburg, C. (2017): Marketingmanagement – Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th edition, Springer Gabler, Springer Fachmedien					

Meffert, H., Burmann, C., Kirchgeorg, M., Eisenbeiß, M. (2019): Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente - Praxisbeispiele, 13th edition, Springer Gabler, Springer Fachmedien, Wiesbaden

Krone, Jan, Pellegrini, Tassilo (eds.) (2018): Handbuch Medienökonomie, Springer Gabler, Springer Fachmedien, Wiesbaden

Sjurts, I. (2015): Strategien in der Medienbranche: Grundlagen und Fallbeispiele, 3rd edition, Springer Fachmedien, Wiesbaden.

Voeth, M., Herbst, U. (2013): Marketing-Management: Grundlagen, Konzeption und Umsetzung. Stuttgart: Schäffer-Poeschel

Wirtz, Bernd (2019): Medien- und Internetmanagement, 10th edition Springer Gabler, Springer Fachmedien, Wiesbaden

Operational Marketing:

Hennig-Thurau, T., Houston, M. (2019): Entertainment Science: Data Analytics and Practical Theory for Movies, Games, Books, and Music, 1st edition, Springer International, Cham

Homburg, C. (2017): Marketingmanagement – Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th edition, Springer Gabler, Springer Fachmedien

Homburg, C. (2017): Übungsbuch Marketingmanagement: Aufgaben und Lösungen, 2nd edition, Springer Gabler, Springer Fachmedien

Meffert, H., Burmann, C., Kirchgeorg, M., Eisenbeiß, M. (2019): Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente - Praxisbeispiele, 13th edition, Springer Gabler, Springer Fachmedien, Wiesbaden

Meffert, H., Bruhn, M, Hadwich, K. (2018): Dienstleistungsmarketing – Grundlagen - Konzepte – Methoden, 9th edition, Springer Gabler, Springer Fachmedien, Wiesbaden

### 3.3 Statistics

<b>No:</b> 3.3	<b>Mandatory module:</b> Statistics	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> each fall term		<b>Term:</b> 3	
		<b>Workload:</b> 180 h		<b>Form of examination:</b> KL60 / EP	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60 h	<b>Self-study hours:</b> 120 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Introduction to SPSS		Prof. Dr. Sommer		V+Ü	2
Inferential Statistics				V+Ü	2
This module is used for the following degree programs: MK, MM					
<b>Contents</b>					
<u>Introduction to SPSS:</u> <ul style="list-style-type: none"> <li>- Define and modify a data file</li> <li>- Working in the output and syntax window</li> <li>- Data selection, data modification and data exploration</li> <li>- Cross-tabulations, chi-square test and exact tests</li> <li>- Analysis of multiple answers</li> <li>- Mean comparisons and non-parametric tests</li> <li>- Correlation, regression and variance analysis</li> </ul>					
<u>Inferential Statistics:</u> <ul style="list-style-type: none"> <li>- Basic concepts and theorems of probability theory</li> <li>- Basics of theoretical distributions</li> <li>- Basic features of the sampling theory</li> <li>- Statistical estimation methods</li> <li>- Confidence intervals</li> <li>- Statistical test methods</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Introduction to SPSS:</u> Students will learn the basic functions of the SPSS program package. Introductory statistical procedures are demonstrated using practical problems and students are enabled to interpret the results factually. The use of sample data sets and further exercises will ensure that students are able to handle the program and its evaluation functions confidently and use it independently.					
<u>Inferential Statistics:</u> Students will be able to apply the basic procedures and models of inferential (or inductive) statistics. They can arrive at general conclusions about a population based on statistical models and data from samples. The focus is on estimates of quantities of interest and statistical tests of hypotheses. Probability theory, with the tool of random variables, forms the theoretical basis of inferential statistics.					
<b>Literature and teaching aids</b>					
<u>Introduction to SPSS:</u> Eckstein, P. (2017). Datenanalyse mit SPSS: Realdatenbasierte Übungs- und Klausuraufgaben mit vollständigen Lösungen. 6th edition, Wiesbaden: Springer Gabler					

Janssen, J. & Laatz, W. (2017). Statistische Datenanalyse mit SPSS – Eine anwendungsorientierte Einführung in das Basissystem und das Modul Exakte Tests, 9th edition, Wiesbaden: Springer Gabler

Schließende Statistik:

Assenmacher, W. (2009). Induktive Statistik. Wiesbaden: Springer Gabler

Backhaus, K.; Erichson, B.; Plinke, W.; Weiber, R. (2018): Multivariate Analysemethoden. Eine anwendungsorientierte Einführung. 15th, fully revised edition. Berlin: Springer Gabler

Bourier, G. (2018). Wahrscheinlichkeitsrechnung und schließende Statistik: Praxisorientierte Einführung - Mit Aufgaben und Lösungen, 9th edition, Wiesbaden: Springer Gabler

Bourier, G. (2018). Statistik-Übungen: Beschreibende Statistik - Wahrscheinlichkeitsrechnung - Schließende Statistik, 6th edition, Wiesbaden: Springer Gabler

Kosfeld, R. (2018): Klausurtraining Deskriptive und Induktive Statistik, 2nd edition, Wiesbaden: Springer Gabler

Messer, M., Schneider, G. (2019): Statistik - Theorie und Praxis im Dialog, 1st edition, Heidelberg: Springer Spektrum

Ronning, G. (2011). Statistische Methoden in der empirischen Wirtschaftsforschung, 2nd ed. Berlin: LIT.

Sibbertsen, P., Lehne, H. (2015): Statistik - Einführung für Wirtschafts- und Sozialwissenschaftler, 2nd edition, Wiesbaden: Springer Gabler

### 3.4 AV Media

<b>No:</b> 3.4	<b>Mandatory module:</b> AV Media	<b>Language:</b> German		<b>Credit points:</b> 7	
		<b>Frequency:</b> each fall term		<b>Term:</b> 3	
		<b>Workload:</b> 210 h		<b>Form of examination:</b> PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60 h	<b>Self-study hours:</b> 150 h		
<b>Courses:</b>		<b>Module commissioner:</b>	<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>	
Video Production		Prof. Kölmel	V+Ü	2	
Video Post Production			V+Ü	2	
This module is used for the following degree programs: MK, MM					
<b>Contents</b>					
<u>Video Production:</u>					
<ul style="list-style-type: none"> <li>- Successful and cost-effective production in the AV sector always requires structured workflows.</li> <li>- These workflows also require precise knowledge of media formats and their implementation options.</li> <li>- The course teaches the basics of AV production with a high degree of practical relevance and direct use of technology.</li> <li>- This includes camera work, montage techniques in theory and practice, design of image transitions as well as motion and dialog editing.</li> </ul>					
<u>Video Post Production:</u>					
<ul style="list-style-type: none"> <li>- Students learn to digitize, manage, and edit material.</li> <li>- In addition to the most important editing techniques, basic effects such as slow motion or color changes are realized.</li> <li>- In addition, a production of simple titles, master tapes and media streams for the Internet is made.</li> <li>- The section "compositing" deals with the development of visual special effects for the integration of video clips</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Video Production:</u>					
Students will be able to assess the importance of each stage in the production process of AV media. They are able to assess the feasibility of a production. They will acquire basic knowledge and gain an overview of script development, image design, production and audio design. After successful completion of the course, students will be able to evaluate audiovisual applications in a differentiated manner. In the exercises, students deepen their knowledge of media technology and produce TV reports independently. Production management with production planning, technical conception, costing and information on financing concretize the knowledge of resource allocation in media projects already acquired in the business administration courses.					
<u>Video Post Production:</u>					
The module teaches the theory and practice of AV media production with a focus on camera technology, lighting technology, sound recording and post-production. Accordingly, this course enables students to use existing AV post-production methods, concepts, and tools. Based on analytical skills, students can design AV productions that are appropriate for the target group. In post-production, students learn basic production editing and montage techniques.					
<b>Literature and teaching aids</b>					

Video Production:

Eick, Dennis (2005): Exposee, Treatment und Konzept. Konstanz: UVK

Hachmeister, Lutz (et al.) (2003): Die Fernsehproduzenten. Konstanz: UVK

Kurz, Sibylle (2008): Pitch it! Konstanz: UVK

Roentgen, Hans Peter (2010): Drei Seiten für ein Exposé. Reinheim: Sieben Verlag

Schmidt, U. (2013). Professionelle Videotechnik. 6th ed. Berlin: Springer.

Cleve, Bastian (2009): Von der Idee zum Film. Konstanz: UVK

Kühnel, Jürgen (2007): Einführung in die Filmanalyse. Siegen: University of Siegen

Video Post Production:

Hoffman, Kay (et al. ) (2012): Spiel mit der Wirklichkeit. Konstanz: UVK

Hohenberger, Eva (et al.) (1998): Bilder des Wirklichen. Berlin: Vorwerk

Hohenberger, Eva (et al.): Die Gegenwart der Vergangenheit. Berlin: Vorwerk

Liu, Guoyi (2010): Die Macht der Filmmusik. Marburg: Tectum

Schadt, Thomas (2012): Das Gefühl des Augenblicks. Konstanz: UVK

Schneider, Enjott (2007): Handbuch Filmmusik II. Konstanz: UVK

### 3.5 Business English III

<b>No:</b> 3.5	<b>Mandatory module:</b> Business English III	<b>Language:</b> English		<b>Credit points:</b> 3	
		<b>Frequency:</b> each fall term		<b>Term:</b> 3	
		<b>Workload:</b> 90 h		<b>Form of examination:</b> KL60	
	<b>Prerequisites for participation:</b> Pass in the exam Business English II	<b>Contact hours:</b> 30 h	<b>Self-study hours:</b> 60 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Business English III		Dr. Caplan		V	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Business English III:</u> - Business game for the foundation of one's own company in English language					
<b>Learning objectives and competencies to be imparted</b>					
<u>Business English III:</u> Practice of communication situations in a business context Culture of management with emphasis on principles of professional interaction and the introduction of a "learning organization".					
<b>Literature and teaching aids</b>					
<u>Business English III:</u> Brieger, Nick; Comfort, Jeremy (2014): Language Reference for Business English: Grammar, Functions and Communication. Harlow, Essex: Pearson Education Ltd International Cleminius, J. (2019): Englisches Lesebuch Für Kaufleute, 1st edition, London: Forgotten Books Duckworth/Turner (2018): Business Result, Upper-Intermediate, Oxford Sester, Franz; Sester, Elfriede (1999): Englisch für Kaufleute. Berlin: Langenscheidt Kindersley, D. (2018): English for Everyone Business English 2: Der visuelle Selbstlernkurs / Kursbuch, London: Hueber McCarthy, M. & O'Dell, F. (2017): English Vocabulary in Use Upper-Intermediate Book with Answers: Vocabulary Reference and Practice, 1st edition, Cambridge: Cambridge University Press Macull, Bill (2016): Business Vocabulary in Use. Cambridge: Cambridge University Press					

## 4. Term 4

### 4.1 Project Management

<b>No:</b> 4.1	<b>Mandatory module:</b> Project Management	<b>Language:</b> German or English		<b>Credit points:</b> 5	
		<b>Frequency:</b> each spring term		<b>Term:</b> 4	
		<b>Workload:</b> 150 h		<b>Form of examination:</b> HA / PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 56 h	<b>Self-study hours:</b> 94 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Project Management / Business Game		Prof. Dr. Lippold		P	4
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Project Management / Business Game:</u> <ul style="list-style-type: none"> <li>- Concrete application of a business game</li> <li>- Topics covered in the business game are strategic and operational marketing, cost and performance accounting, accounting and controlling</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Project Management / Business Game:</u> Students can use methods, concepts and tools of project organization and controlling. They will be able to do this effectively by increasing cooperation, teamwork and time management skills. Students are able to visualize, present and moderate issues. Students develop sophisticated communication skills and negotiation skills in conceptual discussions. Students are able to increase project efficiency through collaboration, teamwork, and time management skills. Central management techniques and learned key figures are applied on the basis of a business game.					
<b>Literature and teaching aids</b>					
<u>Project Management / Business Game:</u> Homburg, C. (2017): Marketingmanagement – Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th edition, Springer Gabler, Springer Fachmedien Litke, H.-D., Kunow, I., Schulz-Wimmer, H. (2018): Projektmanagement, 4th edition, Freiburg: Haufe Kraus, G., Westermann, R. (2019): Projektmanagement mit System – Organisation, Methoden, Steuerung, 6th edition, Wiesbaden: Springer Gabler Schweitzer, T. (2019): Projektmanagement: Das große Buch für agiles Projektmanagement in der Praxis! + wie Sie Scrum und Kanban, 1st edition, Deggendorf: Cherry Media Wirtz, Bernd (2019): Medien- und Internetmanagement, 10th edition Springer Gabler, Springer Fachmedien, Wiesbaden					

## 4.2 Communication Management

No: 4.2	Mandatory module: Communication Management	Language: German		Credit points: 5	
		Frequency: each spring term		Term: 4	
	Prerequisites for participation: none	Workload: 150 h		Form of examination: KL60	
Contact hours: 56 h		Self-study hours: 94 h			
Courses:		Module commissioner:		Teaching and learning types:	Scope (SWS):
Communication Management		TBD (NF Hoffjann)		V+Ü	4
This module is used for the following degree programs: MM					
<b>Contents</b>  <u>Communication Management:</u> <ul style="list-style-type: none"> <li>- Fundamentals of communication management</li> <li>- Conceptual theory: analysis, definition of goals and target groups, strategy, development of measures, evaluation</li> <li>- Campaign: functions, types and goals</li> <li>- Public relations, reference group and target group concepts</li> <li>- Basics of media relations</li> <li>- Crisis PR and issues management</li> <li>- Professional field of PR and professionalization of PR</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>  <u>Communication Management:</u> Students learn the fundamentals of communications management and PR. They are able to distinguish between different ways of understanding communications management and PR, and will be familiar with central theoretical approaches to PR and concepts for describing the environment of PR.					
<b>Literature and teaching aids</b>  <u>Communication Management:</u> Dietrich, P. (2018): Wandlungsorientiertes Kommunikationsmanagement – Zu einer Strategie der Wandlung statt Handlung, 1st edition, Wiesbaden: VS Verlag für Sozialwissenschaften Fröhlich, R.; Szyszka, P.; Bentele, G.; (Eds.) (2015): Handbuch der Public Relations, 3rd ed. Wiesbaden: VS Verlag für Sozialwissenschaften Besson, Nanette (2008): Strategische PR-Evaluation. Wiesbaden: VS Verlag für Sozialwissenschaften Broom, G. M.; Sha, B.-L. (2012): Cutlip and Center's Effective Public Relations, 11th ed. Boston: Prentice Hall Hansen, R. & Schmidt, S. (2013). Konzeptionspraxis. Eine Einführung für PR- und Kommunikations-Fachleute Frankfurt/Main: FAZ-Institut für Management-, Markt- und Medieninformation. Hoffjann, O. (2015): Public Relations. Lehrbuch. Konstanz: UVK Hoffjann, O.; Huck-Sandhu, S. (Ed.) (2013): UnVergessene Diskurse – 20 Jahre PR- und Organisationskommunikationsforschung. Wiesbaden: Springer Merten, K. (2013). Konzeption von Kommunikation. Theorie und Praxis des strategischen Kommunikationsmanagements. Wiesbaden: Springer VS Röttger, U.; Preusse, J.; Schmitt, J. (2014): Grundlagen der Public Relations. Eine kommunikationswissenschaftliche Einführung. Wiesbaden: Springer Zerfaß, A., Volk, S. C. (2019): Toolbox Kommunikationsmanagement –Denkwerkzeuge und Methoden für die Steuerung der Unternehmenskommunikation, 1st edition, Wiesbaden: Gabler					

### 4.3 Online Marketing

<b>No:</b> 4.3	<b>Mandatory module:</b> Online Marketing	<b>Language:</b> German		<b>Credit points:</b> 7	
		<b>Frequency:</b> each spring term		<b>Term:</b> 4	
		<b>Workload:</b> 210 h		<b>Form of examination:</b> KL60 / PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 84 h	<b>Self-study hours:</b> 126 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Online Marketing		Prof. Dr. Blechschmidt		V	2
Usability				V+Ü	4
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Online Marketing:</u> <ul style="list-style-type: none"> <li>- Basics and technologies of online marketing (changes in consumer behavior, internet technologies, tracking techniques)</li> <li>- Legal framework (DSGVO, BDSG)</li> <li>- Product, price and distribution policy in online marketing</li> <li>- Attribution models and performance measurement in online marketing</li> <li>- Display marketing (RTB and Programmatic)</li> <li>- Affiliate marketing search engine marketing (SEO, SEA)</li> <li>- Social media, newsletter and content marketing</li> <li>- Affiliate and influencer marketing</li> </ul>					
<u>Usability:</u> <ul style="list-style-type: none"> <li>- Basics, definitions and demarcation of usability, user experience and customer experience</li> <li>- Consumer and cognitive psychology foundations of usability research</li> <li>- Process model for the design of usable interactive systems</li> <li>- Personas and empathy maps</li> <li>- Qualitative and quantitative methods of usability research (usability lab, eye-tracking, contextual inquiry, card sorting, questionnaires, A/B testing)</li> <li>- (Web) prototyping approaches</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Online Marketing:</u> Students will learn the basics and specifics of online marketing. In this context, online marketing is understood as an integral marketing component and not as an independent and stand-alone subarea of marketing. They are able to assess and develop (online) marketing concepts and to select and apply online marketing instruments in a differentiated manner.					
<u>Usability:</u> Students learn how usability and user experience measures (conversion) are related to online marketing measures (traffic). They learn basic methods and theories of the reception of interactive media and methods of user research and can select these methods correctly according to the situation. On this basis, they are able to plan and conduct their own usability tests.					
<b>Literature and teaching aids</b>					
<u>Online Marketing:</u>					

Alpar, A., Koczy, M., Metzen, M. (2015): SEO - Strategie, Taktik und Technik - Online-Marketing mittels effektiver Suchmaschinenoptimierung, Springer, Wiesbaden

Chaffey, D., Ellis-Chadwick, F. (2019): Digital Marketing, 7th ed., Pearson Education, Harlow

Kreutzer, R. T. (2018): Praxisorientiertes Online-Marketing: Konzepte – Instrumente – Checklisten, 3rd edition, Springer Fachmedien, Wiesbaden.

Schirmacher, M. (2017): Online-Marketing- und Social-Media-Recht, 2nd edition, mitb, Frechen.

Usability:

Brosius, H.-B., Haas, A., Koschel, F. (2015): Methoden der empirischen Kommunikationsforschung: Eine Einführung (Studienbücher zur Kommunikations- und Medienwissenschaft), 7th ed., Springer VS, Wiesbaden

Jacobsen, J., Meyer, L. (2017): Praxisbuch Usability und UX: Was jeder wissen sollte, der Websites und Apps entwickelt - bewährte Usability- und UX-Methoden praxisnah erklärt, Rheinwerk Computing, Bonn

Richter, M., Flückiger, M.D. (2016): Usability und UX kompakt: Produkte für Menschen (IT kompakt), 4th edition, Springer Vieweg, Wiesbaden.

Spreer, P. (2018): PsyConversion: 101 Behavior Patterns für eine bessere User Experience und höhere Conversion-Rate im E-Commerce, Springer Fachmedien, Wiesbaden

**4.4 Case Studies - Media Management**

<b>No:</b> 4.4	<b>Mandatory module:</b> Case Studies - Media Management	<b>Language:</b> German or English		<b>Credit points:</b> 6	
		<b>Frequency:</b> each spring term		<b>Term:</b> 4	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 180 h		<b>Form of examination:</b> HA / RE	
<b>Contact hours:</b> 56 h		<b>Self-study hours:</b> 124 h			
<b>Courses:</b> Case studies from various fields of business management (mandatory elective)  <b>Examples</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Strategic Marketing		Prof. Dr. Lippold		S	4
Operational Marketing				S	4
Business Model Development				S	4
Innovation Management				S	4
This module is used for the following degree programs: MM					
<p>Students choose an elective. The range and quantity of elective courses is determined by the Examination Committee before the beginning of the respective semester.</p> <p><b>Contents</b> Specific and current business issues in applied media management. If necessary, the contents are developed in contact with an industry partner.</p> <p>The following topics are available for selection:</p> <p><u>Strategic Marketing</u></p> <ul style="list-style-type: none"> <li>- Case studies on market-oriented corporate management</li> <li>- Case studies on marketing management and brand management</li> <li>- Case studies on strategic issues in media marketing</li> </ul> <p><u>Operational Marketing</u></p> <ul style="list-style-type: none"> <li>- Case studies on (digital) product development and communication (e.g. social media crisis communication, brand communication, etc.)</li> <li>- Case studies on the topic of CRM and existing customer marketing</li> <li>- Case studies on institutionally differentiated marketing (business to business, business to consumer and services marketing in the media sector)</li> </ul> <p><u>Innovation Management</u></p> <ul style="list-style-type: none"> <li>- Case studies on the fundamentals of innovation management</li> <li>- Case studies on the development, evaluation and implementation of innovations</li> <li>- Creativity techniques case study</li> </ul> <p><u>Business model development and value-based management</u></p> <ul style="list-style-type: none"> <li>- Case studies for the analysis and evaluation of business models</li> <li>- Case studies for the further development of business models</li> <li>- Case studies on value-based management</li> </ul>					

### **Learning objectives and competencies to be imparted**

Students apply their theoretical and methodological skills to address company-specific issues using their business expertise. Due to the variety of topics offered, the learned knowledge can be deepened in an area of special interest. Students learn to analyze complex situations holistically and to place them in the relevant business context. They apply management concepts, strategies, and operationalization and implementation tools. Case studies are used to discuss and critique different facets. The module serves as preparation for the bachelor's thesis and trains the ability to work independently on complex problems from one's own field and to reflect on one's own approach. The following fields of action are described as examples:

#### Strategic Marketing

In the case studies in strategic marketing, students are confronted with grasping the problem and decision situation of a case. They apply the analytical tools learned in the Media Marketing module (3.2) in a case-specific manner. The students search for different possible solutions, think through, develop and discuss marketing-specific alternatives with regard to the topics of strategic marketing conception, market segmentation, brand management, strategic market orientation as well as marketing organization. Against the backdrop of a strategic marketing approach, students evaluate case-specific long-term solution proposals. This enables them to grasp initial situations holistically and to identify suitable marketing concepts/approaches as well as to apply them to concrete strategic marketing problems.

#### Operational Marketing

In case studies in the area of operational marketing, students are confronted with grasping the problem and decision situation in the areas of product, price, communication and distribution policy. They apply the analytical tools learned in the Media Marketing module (3.2). In addition, the specifics of service marketing, i.e. processes, personnel and physical environment are considered and included. Students search for different possible solutions, think through, develop and discuss marketing-specific alternatives. Against the backdrop of an operational marketing approach, students evaluate case-specific long-term solution proposals. This enables them to comprehend initial situations holistically and to identify the appropriate marketing instrument mix as well as to solve concrete operational marketing problems.

#### Innovation Management

Students learn the fundamentals of innovation management. They master creativity techniques through case studies. Students learn to analyze complex situations holistically and to place them in the relevant business context. In the framework of case studies, students develop, evaluate, and implement innovations. They apply existing management concepts, strategies as well as operationalization and implementation tools. The module serves as preparation for the bachelor's thesis and trains the ability to work independently on complex problems from one's own field and to reflect on one's own approach.

#### Business model development and value-based management

Students learn to analyze and evaluate business models. They are able to further develop business models. Students learn to analyze complex situations holistically and to place them in the relevant business context. In the context of case studies, students master the fundamentals of value-based management. They apply existing management concepts, strategies as well as operationalization and implementation tools. The module serves as preparation for the bachelor's thesis and trains the ability to work independently on complex problems from one's own field and to reflect on one's own approach.

### **Literature and teaching aids**

Literature and working materials depend on the case study. Information on literature, specific case studies, and working materials will be provided by the instructor at the beginning of the semester.

#### Strategic Marketing:

Homburg, C. (2017): Marketingmanagement – Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th edition, Springer Gabler, Springer Fachmedien

Meffert, H., Burmann, C., Kirchgeorg, M., Eisenbeiß, M. (2019): Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente - Praxisbeispiele, 13th edition, Springer Gabler, Springer Fachmedien, Wiesbaden

Krone, Jan, Pellegrini, Tassilo (eds.) (2018): Handbuch Medienökonomie, Springer Gabler, Springer Fachmedien, Wiesbaden

Sjurts, I. (2015): Strategien in der Medienbranche: Grundlagen und Fallbeispiele, 3rd edition, Springer Fachmedien, Wiesbaden.  
Voeth, M., Herbst, U. (2013): Marketing-Management: Grundlagen, Konzeption und Umsetzung. Stuttgart: Schäffer-Poeschel  
Wirtz, Bernd (2019): Medien- und Internetmanagement, 10th edition Springer Gabler, Springer Fachmedien, Wiesbaden

#### Operational Marketing:

Hennig-Thurau, T., Houston, M. (2019): Entertainment Science: Data Analytics and Practical Theory for Movies, Games, Books, and Music, 1st edition, Springer International, Cham  
Homburg, C. (2017): Marketingmanagement – Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th edition, Springer Gabler, Springer Fachmedien  
Homburg, C. (2017): Übungsbuch Marketingmanagement: Aufgaben und Lösungen, 2nd edition, Springer Gabler, Springer Fachmedien  
Meffert, H., Burmann, C., Kirchgeorg, M., Eisenbeiß, M. (2019): Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte - Instrumente - Praxisbeispiele, 13th edition, Springer Gabler, Springer Fachmedien, Wiesbaden  
Meffert, H., Bruhn, M, Hadwich, K. (2018): Dienstleistungsmarketing – Grundlagen - Konzepte – Methoden, 9th edition, Springer Gabler, Springer Fachmedien, Wiesbaden

#### Innovation Management

Scherer, Jiri (2007): Kreativitätstechniken – In 10 Schritten Ideen finden, bewerten, Wiesbaden, Gabal.  
Schewe, Gerhard & Becker, Stefan (2009): Innovationen für den Mittelstand. Ein prozessorientierter Leitfadens für KMU. Wiesbaden: Gabler.  
Trommsdorff, Volker & Steinhoff, Fee (2013): Innovationsmarketing. 2nd ed. München: Publisher Franz Vahlen  
Vahs, Dietmar & Brem, Alexander (2013): Innovationsmanagement. Von der Idee zur erfolgreichen Vermarktung. 4th ed. Stuttgart: Schäffer-Poeschel Verlag.  
Völker, Rainer; Thome, Christoph & Schaaf, Holger (2012): Innovationsmanagement. Bestandteile –Theorien – Methoden. Stuttgart: Verlag W. Kohlhammer.

#### Business model development and value-based management

Coenenberg, Salfeld, Schultze (2015): Wertorientierte Unternehmensführung – Vom Strategieentwurf zur Implementierung. Schäffer-Poeschel. Stuttgart.  
Eckert (2014): Business Model Prototyping. Geschäftsmodellentwicklung im Hyperwettbewerb. Strategische Überlegenheit als Ziel. Springer Gabler Wiesbaden.  
Kandolf (2014): Systematische Geschäftsmodellentwicklung – Der Weg zum marktfähigen Geschäftsmodell. Disserta. Hamburg.  
Lippold (2015): Marktorientierte Unternehmensplanung. Eine Einführung. Wiesbaden: Springer Gabler

#### 4.5 Animation, Visualization and Video Games

<b>No:</b> 4.5	<b>Mandatory module:</b> Animation, Visualization and Video Games	<b>Language:</b> German		<b>Credit points:</b> 7	
		<b>Frequency:</b> each spring term		<b>Term:</b> 4	
	<b>Prerequisites for participation:</b> none	<b>Workload:</b> 210 h		<b>Form of examination:</b> PA	
<b>Contact hours:</b> 56 h		<b>Self-study hours:</b> 154 h			
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Animation / Visualization Production		Prof. Kölmel		V+Ü	2
Video Game Production				V+Ü	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<u>Animation / Visualization Production:</u>					
<ul style="list-style-type: none"> <li>- The course teaches the theory and practice of animation, which is based on interactive vector graphics and has become an integral part of the presentation of content on the Internet.</li> <li>- In particular, the topics of object construction, surface design and ultimately the staging and animation of the objects are addressed.</li> <li>- Introduction of methods of visualization</li> <li>- Ability to evaluate designs critically and professionally</li> </ul>					
<u>Video Game Production:</u>					
<ul style="list-style-type: none"> <li>- The course provides theoretical and practical knowledge of the production process of video games from a ludological as well as a complementary narratological perspective.</li> <li>- In addition to conception and authoring system-supported production, this also includes process management, quality management, and the distribution and marketing of video games and gamification.</li> <li>- This content is supplemented by aspects of media studies on homo ludens, immersion, and unique features of media communication through video games</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Animation / Visualization Production:</u>					
Students are able to evaluate animations and visualizations in a differentiated manner with regard to screen design, communication potential and reception. They can assess the importance of the individual sections in the production process. Students can analyze animations and visualizations and are able to assess the feasibility of a production. Analytical skills enable students to design productions that are appropriate for the target group.					
<u>Video Game Production:</u>					
Students will be able to independently plan and produce a simple video game production. The module teaches the ability to design and implement using current authoring systems and students learn about and apply media-specific process management. They have basic knowledge of visual design principles, implementation strategies, and development tools for generating computer games. In addition, students are taught basic knowledge of the video game market and production and distribution structures, video game genres, video game aesthetics, and exclusive media specifics and their applications.					
<b>Literature and teaching aids</b>					
<u>Animation / Visualization Production:</u>					
Asanger, Andreas (2012): Cinema 4D 13: Das umfassende Handbuch. Bonn: Galileo Press					
Mahintorabi, Keywan (2009): Maya 2008 – 3D-Grafik und 3D-Animation. Bonn: mitp					

Schmidt, U. (2013). Professionelle Videotechnik. 6th ed. Berlin: Springer

Video Game Production:

Baron, D. (2019: Hands-On Game Development Patterns with Unity 2019: Create engaging games by using industry-standard design patterns, 1st edition, Birmingham: Packt Publishing

Freyermuth, Gundolf S. (2015): Games | Game Design | Game Studies. Bielefeld: Transcript

Gamescoop et al. (2012): Theorien des Computerspiels. Hamburg: Junius

Koster, Raph (2013): A theory of fun for game design. Sebastopol: O'Reilly Media

Kramarzewski, A.; De Nucci, E. (2018): Practical Game Design: Learn the art of game design through applicable skills and cutting-edge insights, 1st edition, Birmingham: Packt Publishing

Salmond, M. (2019): Video Game Design: Principles and Practices from the Ground Up, 1st edition, London: Bloomsbury Academic

Schmidt, Ulrich; Rehfeld, Gunther (2013): Game Design und Produktion. München: Hanser

## 5. Term 5

### 5.1 Project

No: 5.1	Mandatory module: Project	Language: German or English		Credit points: 7	
		Frequency: each fall term		Term: 5	
		Workload: 210 h		Form of examination: PA	
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 150 h		
Courses:		Module commissioner:		Teaching and learning types:	Scope (SWS):
Project (1 elective out of at least 4; projects offered change annually)		Prof. Dr. Lippold		P	4
This module is used for the following degree programs: MM, MK					
<b>Contents</b>  <u>Mandatory Elective Project:</u> The module enables students in the fifth semester to set their own priorities. They will choose one project from a range of different practical and research projects. The project offer deliberately combines research and practical projects in order to meet the different wishes of the students for practical work directly following the bachelor's program on the one hand, and continuation of the studies within the framework of a master's program on the other hand. The projects are accompanied in terms of content by teachers who monitor the progress of the project, assess the use of methods and comment on the results compiled by the students; the essential task of the project is to allow students to check on their own responsibility and in a self-organized manner to what extent they are able to master larger and more complex tasks in the areas of media management and media production in a structured and strategic manner.					
<b>Learning objectives and competencies to be imparted</b>  <u>Mandatory Elective Project:</u> The course enables students to independently design and implement a complex practical or research project. The projects are variable in nature and represent different areas of study in the fields of corporate and organizational communication, journalism, marketing and management. After successful completion of the course, students will be able to organize themselves independently in teams and develop their chosen project along a self-defined timeline, using relevant quality management methods. Students are specifically confronted with tasks that combine different locations, fields of study and subjects. Interdisciplinary project modules are also offered in other degree programs (MM, MD, TM, SPM), providing numerous opportunities for collaboration.					
<b>Literature and teaching aids</b>  <u>Mandatory Elective Project:</u> Patzak, G.; Rattay, G.: Projektmanagement (2014): Leitfaden zum Management von Projekten, Projektportfolios und projektorientierten Unternehmen, 6th ed. Wien: Linde					

## 5.2 Academic Skills III

<b>No:</b> 5.2	<b>Mandatory module:</b> Academic Skills III	<b>Language:</b> German		<b>Credit points:</b> 3	
		<b>Frequency:</b> each fall term		<b>Term:</b> 5	
		<b>Workload:</b> 90 h		<b>Form of examination:</b> HA / KL60 / MP	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 30 h	<b>Self-study hours:</b> 60 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Advanced Academic Skills		Prof. Dr. Rau		V+Ü	2
This module is used for the following degree programs: MK, MM					
<b>Contents</b>					
<u>Advanced Academic Skills:</u>					
<ul style="list-style-type: none"> <li>- This course expands the students' academic skills in theoretical and practical terms.</li> <li>- From a theoretical point of view, the aim is to deal with the philosophy of science in general and the philosophy of science in the social sciences in particular, as well as to get to know the basics of formal logic and argumentation theory.</li> <li>- From a practical point of view, it is a matter of addressing the requirements of good scientific work (research conception, implementation, evaluation, publication, critique)</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<u>Advanced Academic Skills:</u>					
Students will deepen and expand the knowledge acquired in the module Academic Skills I. After successful attendance, they are familiar with the thematization and title selection of a larger scientific paper and capable of structuring project reports and scientific term papers in a targeted manner and thematically. They are able to structure their work meaningfully at different levels of concreteness, have confidently mastered techniques of excerpting as well as ways of citing in direct and indirect speech, have become familiar with and applied in-depth online and offline research, and are able to determine the appropriate method (theoretical or empirical approach, inductive or deductive procedures, quantitative or qualitative approach) for obtaining and evaluating information for a chosen topic. The pragmatic approach of this course is accompanied by broadening knowledge on the basis of philosophy of science in general (among others deductive logic, falsificationism, inductivism, methodological constructivism, Bayesianism) and philosophy of science of social sciences in particular (theorization and operationalization of human action, social institutions such as norm, custom, rule, law, struggle, etc., micro-macro models) as well as an introduction to the basics of formal logic and argumentation theory as the basis of adequate scientific argumentation.					
<b>Literature and teaching aids</b>					
<u>Advanced Academic Skills:</u>					
Beckermann, Ansgar (2014): Einführung in die Logik, 4th ed. Berlin: de Gruyter					
Karmasin, Matthias et al. (2017): Die Gestaltung wissenschaftlicher Arbeiten, 9th edition, Stuttgart: UTB					
Wagner, Gerhard (2012): Die Wissenschaftstheorie der Soziologie. München: Oldenbourg					
Wiltsche, H. A. (2013): Einführung in die Wissenschaftstheorie. Göttingen: Vandenhoeck & Ruprecht					
Karmasin, M. & Ribing, R. (2017). Die Gestaltung wissenschaftlicher Arbeiten. Wien: Facultas UTB.					
Rau, H. (2016). Der ‚Writing Code‘: Bessere Abschlussarbeiten in kürzerer Zeit. Baden-Baden: Nomos UTB.					

### 5.3 Market Research

<b>No:</b> 5.3	<b>Mandatory module:</b> Market Research	<b>Language:</b> German		<b>Credit points:</b> 7	
		<b>Frequency:</b> each fall term		<b>Term:</b> 5	
		<b>Workload:</b> 210 h		<b>Form of examination:</b> PA / HA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 90 h	<b>Self-study hours:</b> 120 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Market Research		Prof. Dr. Lippold		V+Ü	4
Data Analytics				V+Ü	2
This module is used for the following degree programs: MM					
<b>Contents</b>					
<p><u>Market Research:</u></p> <ul style="list-style-type: none"> <li>- Evaluation of secondary sources on the subject under investigation</li> <li>- Planning the market research process and determining the appropriate method</li> <li>- Fieldwork</li> <li>- Data analysis</li> <li>- Preparation of a report and presentation of the results</li> </ul> <p><u>Data Analytics:</u></p> <ul style="list-style-type: none"> <li>- Basic terms data analytics and business intelligence</li> <li>- Data analysis tools and systems (R, Python, Hadoop, SQL)</li> <li>- Methods of data analysis (clustering, market basket analysis, data and text mining methods)</li> <li>- Application examples and implementation of their own smaller projects (social media analytics, customer segmentation, web analytics)</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p><u>Market Research:</u> Students are enabled to plan, conduct and evaluate independent market research. In addition to theoretical approaches and survey instruments, students will use a case study to independently conduct a market research project.</p> <p><u>Data Analytics:</u> Students will gain an overview of common data analysis tools and learn fundamentals of machine learning, data mining, and AI. They are able to carry out smaller analysis projects independently and to assess and interpret the results of complex data analyses in the media environment.</p>					
<b>Literature and teaching aids</b>					
<p><u>Market Research:</u> Altobelli, C. (2017): Marktforschung. Methoden – Anwendungen – Praxisbeispiele, 3rd ed. Constance and Munich: UTB Baur, N.; Blasius, J. (2019): Handbuch Methoden der empirischen Sozialforschung, 2nd edition, Wiesbaden: VS Verlag für Sozialwissenschaften Böhler, H.; Germelmann, C.; Baier, D.; Woratschek, H.; Diller, H. (2020): Marktforschung, 8th edition, Stuttgart: Kohlhammer Kuß, A.; Wildner, R. (2018): Market Research: Grundlagen der Datenerhebung und Datenanalyse, 6th ed. Wiesbaden: Springer Fachmedien.</p>					

Steffen, E.; Doppler, S. (2019): Einführung in die Qualitative Marktforschung: Design – Datengewinnung – Datenauswertung, 1st edition, Wiesbaden: Springer Gabler  
Theobald, E.; Föhl, U. (2019): Qualitative Online-Marktforschung: Grundlagen, Methoden und Anwendungen, 2nd edition, Baden Baden: Nomos

Data Analytics:

Backhaus, K., Erichson, B., Plinke, W., Weiber, R. (2018): Multivariate Analysemethoden: Eine anwendungsorientierte Einführung, 15th edition, Springer Gabler, Springer Fachmedien, Wiesbaden  
Harvard Business Review Guide (2018): Data Analytics Basics for Managers, Harvard Business Review Press, Boston  
Michell, R. (2018): Web Scraping with Python: Collecting More Data from the Modern Web, 2nd edition, O'Reilly, Farnham  
Russell, M., Klassen, M. (2019): Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More, 3rd edition, O'Reilly, Farnham

### 5.4 Entrepreneurship

<b>No:</b> 5.4	<b>Mandatory module:</b> Entrepreneurship	<b>Language:</b> German or English		<b>Credit points:</b> 7	
		<b>Frequency:</b> each fall term		<b>Term:</b> 5	
		<b>Workload:</b> 210 h		<b>Form of examination:</b> RE / HA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 90 h	<b>Self-study hours:</b> 120 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Media Entrepreneurs		Prof. Dr. Lippold		S	3
Developments in Media Management				S	3
This module is used for the following degree programs: MM					
<b>Contents</b>					
<p><u>Media Entrepreneurs:</u></p> <ul style="list-style-type: none"> <li>- Use of innovation management to generate ideas</li> <li>- Resistance to innovations</li> <li>- Entrepreneurship: Application of the "creative destruction" process</li> <li>- Social and corporate entrepreneurship</li> <li>- Intrapreneurs: Employees as entrepreneurs</li> <li>- Entrepreneurial marketing and market orientation</li> <li>- Business planning and the basics of setting up a business</li> <li>- Cooperation and innovation</li> <li>- Generation of innovative alternatives</li> <li>- Financial planning and capital budgeting</li> </ul>					
<p><u>Developments in Media Management:</u></p> <ul style="list-style-type: none"> <li>- Megatrends and their relation to the media markets print, radio, TV, film, music, games, Internet as well as to the different distribution channels</li> <li>- Presentation and impact of the digital transformation for the media industry</li> <li>- Digital platforms and convergence movements for media offerings resulting from their increased importance</li> <li>- Consideration and interpretation of smart data advertising for media companies</li> <li>- Virtual reality and mixed reality in the media industry</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p><u>Media Entrepreneurs:</u></p> <p>Students grasp methods of innovation management and apply insights to successful entrepreneurship as intra- and entrepreneurs related to the media industry. They receive theoretically and empirically sound information on the successful management of innovations, the corporate culture that promotes innovation, as well as on the founding activities of a company. From conception to control and evaluation, all areas of modern innovation management as a basis for the creation of new products and services are highlighted and applied in practice-oriented case studies / business game. In addition to the successful establishment of innovations, students learn the central financing instruments and their application as well as the most important methods of capital budgeting.</p>					
<p><u>Developments in Media Management:</u></p> <p>Students gain an overview of the central developments in the various media markets and reflect on their significance. They put the initial situations into an overall business context, develop different future scenarios</p>					

and derive management implications based on them. They are able to structure and interpret complex business tasks independently.

### **Literature and teaching aids**

#### Media Entrepreneurs:

Disselkamp, M. (2012): Innovationsmanagement: Instrumente und Methoden zur Umsetzung im Unternehmen, 2nd ed. Wiesbaden: Springer  
Gassmann, P.; Granig, P. (2013): Innovationsmanagement - 12 Erfolgsstrategien für KMU. München: Hanser  
Gräfer, H.; Schiller, B.; Rösner, S. (2014): Finanzierung: Grundlagen, Institutionen, Instrumente und Kapitalmarkttheorie, 8th ed. Berlin: Schmidt  
Hahn, C. (2013): Finanzierung und Besteuerung von Start-up-Unternehmen: Praxisbuch für erfolgreiche Gründer. Wiesbaden: Springer Fachmedien.  
Hauschildt, J.; Salomo, S. (2014): Innovationsmanagement, 6th ed. München: Vahlen  
Lippold, A. (2007): Die Innovationskultur. Göttingen: Cuvillier  
Vahs, D.; Brem, A. (2013): Innovationsmanagement: Von der Idee zur erfolgreichen Vermarktung, 4th ed. Stuttgart: Schäffer-Poeschel

#### Developments in Media Management:

Doppler, K.; Lauterburg, Ch. (2014): Change Management: Den Unternehmenswandel gestalten. Frankfurt/Main: Campus  
Homburg, C. (2017): Marketingmanagement – Strategie - Instrumente - Umsetzung - Unternehmensführung, 6th edition, Springer Gabler, Springer Fachmedien  
Müller, H. (2013): Unternehmensführung: Strategien - Konzepte – Praxisbeispiele. München: Oldenbourg  
Kieser, A & Ebers, M. (2019). Organisationstheorien. Stuttgart: Kohlhammer  
Krone, Jan; Pellegrini, Tassilo (eds.) (2018): Handbuch Medienökonomie. Springer Fachmedien Wiesbaden GmbH. Wiesbaden: Springer Fachmedien Wiesbaden GmbH  
Sjurts, I. (2015): Strategien in der Medienbranche: Grundlagen und Fallbeispiele, 3rd edition, Springer Gabler, Springer Fachmedien, Wiesbaden.  
Staehele, W.H.; Conrad, P. (2015): Management: Eine verhaltenswissenschaftliche Perspektive, 9th ed. München: Vahlen  
Wirtz, Bernd (2019): Medien- und Internetmanagement, 10th edition Springer Gabler, Springer Fachmedien, Wiesbaden

### 5.5 Journalistic Work Routines

<b>No:</b> 5.5	<b>Mandatory module:</b> Journalistic Work Routines	<b>Language:</b> German		<b>Credit points:</b> 6	
		<b>Frequency:</b> each fall term		<b>Term:</b> 5	
		<b>Workload:</b> 180 h		<b>Form of examination:</b> SB / PA	
	<b>Prerequisites for participation:</b> none	<b>Contact hours:</b> 60 h	<b>Self-study hours:</b> 120 h		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Journalistic Forms of Presentation		Prof. Dr. Ollrog		V	2
Methodical Research				V	2
This module is used for the following degree programs: MM, MK					
<b>Contents</b>					
<p><u>Journalistic forms of presentation:</u></p> <ul style="list-style-type: none"> <li>- Journalistic genre theory</li> <li>- Fact- and opinion-oriented forms of presentation</li> <li>- Topic generation</li> </ul> <p><u>Methodical research:</u></p> <ul style="list-style-type: none"> <li>- Systematic indexing of the search according to different search occasions</li> <li>- Dealing with sources &amp; information</li> <li>- Independent fact checking</li> </ul>					
<b>Learning objectives and competencies to be imparted</b>					
<p><u>Journalistic Forms of Presentation:</u> Students can recognize and explain the different journalistic forms of presentation. They recognize themes in terms of their suitability for different genres. In the exercises, the students produce their own journalistic texts such as news reports, reports, commentaries, reports, features, columns or essays and develop their own ideas for topics. Particular attention is paid to the degree of subjectivity, which changes from one form of representation to another.</p> <p><u>Methodical Research:</u> Students recognize the different communication situations and can differentiate between them. Different research strategies for different situations are practiced and planned using sample research. Students will master the use of a variety of sources and informants. Students will be able to conduct an independent fact check and assess the research quality of professional texts.</p>					
<b>Literature and teaching aids</b>					
<p><u>Journalistic Forms of Presentation:</u> Haller, M. (2006). Die Reportage. Konstanz: UVK. Neuberger, C. &amp; Kapern, P. (2013). Grundlagen des Journalismus. Wiesbaden: Springer VS. von La Roche, W. &amp; Hooffacker, G. (2013). Einführung in den praktischen Journalismus. Wiesbaden: Springer VS. Mast, C. (2012). ABC des Journalismus. Konstanz: UVK. Schalkowski, E. (2011). Kommentar, Glosse, Kritik. Konstanz: UVK.</p>					

Methodical Research:

Burkhardt, S. (Ed.) (2014). Praktischer Journalismus. München: Oldenbourg

Haller, M. (2004). Recherchieren. Konstanz: UVK.

Ludwig, J. (2014). Investigatives Recherchieren. Konstanz: UVK.

## 6. Term 6

### 6.1 Supervised Internship

<b>No:</b> 6.1	<b>Mandatory module:</b> Supervised Internship	<b>Language:</b> German or different language		<b>Credit points:</b> 15	
		<b>Frequency:</b> each spring term		<b>Term:</b> 6	
		<b>Workload:</b> 450 h		<b>Form of examination:</b> None	
	<b>Prerequisites for participation:</b> The conditions for starting the supervised internship are regulated by the "Praktikumsordnung".	<b>Contact hours:</b> -	<b>Self-study hours:</b> -		
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Supervised Internship		Prof. Dr. Lippold (Program Coordination)		B	
<b>Contents</b>					
As a rule, the supervised internships are designed in such a way that the students work on a project at the hosting institution or receive a self-contained sub-project within this framework. In addition to a general orientation in the company / the hosting institution or the establishment of a working environment, the students spend the first weeks of their internship familiarizing themselves with their work.					
<b>Learning objectives and competencies to be imparted</b>					
In the supervised internship, students get to know the working reality of a selected field of activity (e.g. media production, marketing, communication or human resources). They can apply and further develop the practical knowledge they have learned. They also learn about work routines and constraints.					
<b>Literature and teaching aids</b>					
Relevant working materials					

**6.2 Bachelor's Thesis and Defense**

<b>No:</b> 6.2	<b>Mandatory module:</b> Bachelor's Thesis and Defense	<b>Language:</b> German		<b>Credit points:</b> 15	
		<b>Frequency:</b> each fall and spring term		<b>Term:</b> 6	
	<b>Prerequisites for participation:</b> The conditions for starting the bachelor's thesis are regulated by the "Prüfungsordnung" and supplementary resolutions by the examination board.	<b>Workload:</b> 450 h		<b>Form of examination:</b> BA + KO	
<b>Contact hours:</b> 0 h		<b>Self-study hours:</b> 450 h			
<b>Courses:</b>		<b>Module commissioner:</b>		<b>Teaching and learning types:</b>	<b>Scope (SWS):</b>
Bachelor's Thesis		Advisor		B	
Defense				B	
<b>Contents</b>					
The specific question/task. After the official issue of the topic by the examination board, the actual preparation of the bachelor's thesis is a continuous process.					
<b>Learning objectives and competencies to be imparted</b>					
With their bachelor's thesis, students demonstrate that they are able to independently work on a problem/task from their field of study using scientific methods and within a specified period of time. The problem/task is formulated by a supervisor/first examiner after consultation with the student. The exact procedure for this is regulated by the "Prüfungsordnung".					
<b>Literature and teaching aids</b>					
Relevant working materials					