Module Catalog

Bachelor's degree (B.A.)
Media Communications (MK)

Content

II

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: KL60 = 60 min., KL90 = 90 min.
MP	Oral examination
RE	Paper and presentation
HA	Term paper
PA	Project work
SB	Portfolio (collection of lecture notes and assignments)
BA	Bachelor's Thesis
KO	Thesis Defense

Strings of modules:

M	Methods and skills
KMW	Communication and media sciences
J	Journalism
PR	Public Relations
LR	*Lehrredaktion* (journalism training)
LA	Applied corporate and strategic communications

1. Term 1
M 1 Methods and Skills: Teamwork and Project Management

No: M1	Mandatory module: Methods and Skills: Teamwork and Project Management	Language: German		Credit points: 4
		Frequency: each fall term		Term: 1
		Workload: 120 h		Form of examination: RE / SB
	Prerequisites for participation: none	Contact hours: 30 h	Self-study hours: 90 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Teamwork and Project Management		Prof. Dr. Harald Rau	S	2

This module is used for the following degree programs: MK

Contents

- Team collaboration
- Social conflict: causes, types, solutions
- Basics of communication and negotiation
- Time and project management

Learning objectives and competencies to be imparted

Students know explanatory models for misunderstandings and interpersonal conflict situations and appropriate approaches to solving them. They practice basic strategies of coordination and cooperation in groups, conflict resolution, and persuasive argumentation and can apply them in exemplary scenarios. Students know project planning and implementation strategies and try them out in their everyday studies.

Literature and teaching aids

Litke, H.-D. (2007). Projektmanagement. München: Hanser
Schäfer, C. D. (2017). Einführung in die Mediation. Wiesbaden: Springer.
Schulz von Thun, F. (1981). Miteinander Reden: Störungen und Klärungen. Reinbek: Rowohlt.
Seiwert, L. (2002). Das neue 1x1 des Zeitmanagement. Munich.
von Kanitz, A. (2016). Crashkurs Professionell Moderieren. Freiburg: Haufe.

KMW 1 Communication Science and Academic Skills

No: KMW 1	Mandatory module: Communication Science and Academic Skills	Language: German		Credit points: 5
		Frequency: each fall term		Term: 1
		Workload: 150 h		Form of examination: HA / 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 to Communication Science	Prof. Dr. Denise Sommer	V	2
Introduction to Academic Skills and Methods		V+Ü	2

This module is used for the following degree programs: MK, MM

Contents

Introduction to Communication Science:
- Communication studies as a social science discipline: theoretical perspectives and methodological approaches
- Key terms: communication, interaction, media, public, medialization
- Research fields: communicator research, content research, usage research, impact research

Academic Skills:
- Research process
- Topic identification
- Research
- Reading
- Presentation
- Writing scientific texts

Learning objectives and competencies to be imparted

Introduction to Communication Science:
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.

Academic Skills:
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.

Literature and teaching aids

Introduction to Communication Science:
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.

Academic Skills:

Dahinden, U., Sturzenegger, S. & Neuroni, A. C. (2006). Wissenschaftliches Arbeiten in der Kommunikationswissenschaft. Bern, Stuttgart, Wien: Haupt UTB.

Franck, N. & Stary, J. (2013). Die Technik wissenschaftlichen Arbeitens. UTB.

Gruber, H., 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.

PR 1 Introduction to Public Relations

No: PR 1	Mandatory module: Introduction to Public Relations	Language: German		Credit points: 6
		Frequency: each fall term		Term: 1
		Workload: 180 h		Form of examination: KL60 / MP
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 120 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Introduction to Public Relations		TBD (NF Hoffjann)	V	2
Strategic Communication			V	2
This module is used for the following degree programs: MK, TM				

Contents

Introduction to Public Relations:
- Ways of understanding PR
- History of PR
- Theories of PR
- Public relations, reference group and target group concepts
- Basics of media relations
- Crisis PR and issues management
- Professional field of PR and professionalization of PR

Strategic Communication:
- Strategic vs. non-strategic communication
- Strategic communication at the micro, meso and macro levels
- Fundamentals of strategic planning and control
- Strategic communication as a field of research in communication science
- Strategic communication in various fields of social action (especially business and politics)
- Persuasion strategies
- Trustworthiness and lies in strategic communication
- Propaganda as a type of strategic communication

Learning objectives and competencies to be imparted

Introduction to Public Relations:
Students will learn the basics of PR. They are able to distinguish between different ways of understanding PR, and are familiar with central theoretical approaches to PR and concepts for describing the environment of PR.

Strategic Communication:
Students learn about persuasive or strategic communication as a form of communication at different levels and in different contexts. Strategic communication is located as a topic of communication science and in the context of organizational theory. Students will be able to explain and discuss particular fields of strategic communication.

Literature and teaching aids

Introduction to Public Relations:
Bentele, G., Fröhlich, R. & Szyszka, P. (Ed.) (2008): Handbuch der Public Relations, 3rd ed. Wiesbaden: VS Verlag für Sozialwissenschaften.

Broom, G. M. & Sha, B.-L. (2012). Cutlip and Center's effective public relations. Boston: Prentice Hall.
Hoffjann, O. (2015). Public Relations. Lehrbuch. Konstanz: UVK.
Hoffjann, O. & Huck-Sandhu, S. (Ed.) (2013). UnVergessene Diskurse – 20 Jahre PR- und Organisationskommunikationsforschung. Wiesbaden: Springer.
Röttger, U., Preusse, J. & Schmitt, J. (2014). Grundlagen der Public Relations. Eine kommunikationswissenschaftliche Einführung. Wiesbaden: Springer.

Strategic Communication:
Holtzhausen, D. & Zerfaß, A. (Ed.) (2014). The Routledge Handbook of Strategic Communication. New York: Routledge Chapman & Hall.
Röttger, U., Gehrau, V. & Preusse, J. (Ed.) (2013). Strategische Kommunikation. Umrisse und Perspektiven eines Forschungsfeldes Wiesbaden: Springer.
Schönbach, K. (2013). Verkaufen, Flirten, Führen. Persuasive Kommunikation – ein Überblick. Wiesbaden: Springer.

J 1 Introduction to Journalism

No: J 1	Mandatory module: Introduction to Journalism	Language: German		Credit points: 7
		Frequency: each fall term		Term: 1
		Workload: 210 h		Form of examination: KL90 / HA / MP
	Prerequisites for participation: none	Contact hours: 75 h	Self-study hours: 135 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Introduction to Journalism	Prof. Dr. Marc-Christian Ollrog	V	3
Media Law		V	2

This module is used for the following degree programs: MK

Contents

Introduction to Journalism:
- Fundamentals of journalism
- Theories, methods and findings in journalism
- Professional field of journalism
- Work routines: editorial structures and social action
- Journalism and its audience
- Journalism and power
- Current debates on the quality, participation, ethics and future of journalism

Media Law:
- Constitutional foundations: human dignity, freedom of the media and freedom of expression
- Federal organization of the media: state press laws, state media authorities
- Dual broadcasting system of the Federal Republic: Interstate Broadcasting Treaty, KEK, KEF
- Essential legal principles for media players: copyright, ancillary copyright, right of personality
- Specific legal issues of public communication (oriented on current case studies and social discourses, e.g. DSGVO, network enforcement law, upload filters)

Learning objectives and competencies to be imparted

Introduction to Journalism
Students will be able to confidently distinguish the phenomenon of journalism from other fields of mass communication and clarify the similarities as well as the differences. They learn to analyze functional assignments to journalism in social systems - in each case in relation to the form of organization and rule - and reflect on journalistic work in organizations (editorial structures) and in freelancing. In this way, students practice the self-understanding of journalistic modes of production between economic reality and social aspirations and learn the specifics of working in journalism.

Media Law:
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

Introduction to Journalism:
Altmeppen, K.-D. & Arnold, K. (2012). Journalistik. München: Oldenbourg
Meier, K. (2013). Journalistik. Stuttgart: UTB.
Rahofer, M. & Pürer, H. (2004). Praktischer Journalismus. Konstanz: UVK.
Weischenberg, S. (2004/2013). Journalistik vol. 1 & 2. Wiesbaden: Springer VS.
Jandura, Olaf (Ed.) (2011). Methoden der Journalismusforschung. Wiesbaden: Springer VS.

Media Law:
Beck, K. (2013). Das Mediensystem Deutschlands. Strukturen, Märkte, Regulierung. Wiesbaden: Springer VS.
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.

J 2 Journalistic Working Methods

No: J 2	Mandatory module: Journalistic Working Methods	Language: German		Credit points: 8
		Frequency: each fall term		Term: 1
		Workload: 240 h		Form of examination: SB / PA
	Prerequisites for participation: none	Contact hours: 90 h	Self-study hours: 150 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Journalistic Forms of Presentation		V+Ü	2
Methodical Research	Prof. Dr. Marc-Christian Ollrog	V+Ü	2
Introduction to Media Production		V+Ü	2

This module is used for the following degree programs: MK, (MM)

Contents

Journalistic forms of presentation:
- Journalistic genre theory
- Fact- and opinion-oriented forms of presentation
- Topic generation

Methodical research:
- Systematic indexing of the search according to different search occasions
- Dealing with sources & information
- Independent fact checking

Introduction to media production:
- Basics: moving image and audio content production
- Basics: postproduction of moving image and audio content

Learning objectives and competencies to be imparted

Journalistic forms of presentation:
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.

Methodical research:
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.

Introduction to media production:
Students learn the basics of moving image and audio content production and post-production. They will be able to operate professional AV equipment (cameras, sound, tripods, audio recorders, etc.) and use it under real shooting and recording conditions. Technical, physical-optical and acoustic fundamentals are taught for this

purpose. Students will be introduced to common post-production software and will be able to independently produce first short journalistic moving image and audio formats (e.g. NIFs) at the end of the seminar.

Literature and teaching aids

Journalistic forms of presentation:
Haller, M. (2006). Die Reportage. Konstanz: UVK.
Neuberger, C. & Kapern, P. (2013). Grundlagen des Journalismus. Wiesbaden: Springer VS.
von La Roche, W. & 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.

Methodical research:
Burkhardt, S. (Ed.) (2014). Praktischer Journalismus. München: Oldenbourg
Haller, M. (2004). Recherchieren. Konstanz: UVK.
Ludwig, J. (2014). Investigatives Recherchieren. Konstanz: UVK.

Introduction to media production:
Schmidt, U. (2013). Professionelle Videotechnik. 6th ed. Berlin: Springer.
Webers, J. (2007). Handbuch der Film- und Videotechnik. Poing: Franzis.
Heyna, A., Briede, M. & Schmidt, U. (2003). Datenformate im Medienbereich. Leipzig: Hanser Fachbuchverlag.
Friesecke, A. (2007). Die Audio Enzyklopädie, München: K.G. Saur Verlag.
Webers, J. (2007) Handbuch der Tonstudiotechnik. Poing: Franzis.
Dickreiter, M. (2003). Mikrofon – Aufnahmetechnik. Stuttgart: Hirzel S. Verlag.

2. Term 2
M 2 Media Production

No: M 2	Mandatory module: Media Production	Language: German		Credit points: 5
		Frequency: each spring term		Term: 2
		Workload: 150 h		Form of examination: PA / SB
	Prerequisites for participation: none	Contact hours: 28 h	Self-study hours: 122 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Media Production		Prof. Andreas Kölmel	S	2

This module is used for the following degree programs: MK

Contents

- Basics: photography and photo editing
- Basics: print and web
- Basics: publishing on the Internet (content management systems)
- Basics: media-neutral publishing
- Basics: magazine design/layout

Learning objectives and competencies to be imparted

Students learn the basic technical and creative skills of cross-media publishing. This includes technical and design introductions to photography and photo post-processing as well as introductions to magazine or website design and layout.
Students are able to publish created texts or photos via multiple channels. For this purpose, the basics of common software such as InDesign and Photoshop are taught as well as content management systems (CMS) and their functionality.
This course builds on Introduction to Media Production (J2, 1st term) so that students have all the necessary technical knowledge of media-neutral publishing after the second semester.

Literature and teaching aids

Bühler, P., Schlaich, P., & Sinner, D. (2018). Druck: Druckverfahren–Werkstoffe–Druckverarbeitung. Berlin: Springer Vieweg.
Bühler, P., Schlaich, P., & Sinner, D. (2018). Webtechnologien. Berlin: Springer Vieweg.
Bühler, P., Schlaich, P., & Sinner, D. (2017). Digitale Fotografie : Fotografische Gestaltung - Optik – Kameratechnik. Berlin: Springer Vieweg.
Heinevetter, A., & Born, T. (2004). Bildgestaltung im Medienkontext: Grundlagen und Methoden. Bonn: Galileo Press.
Makowicz, B. (2017). Compliance Management: Grundsätze und praktische Hinweise zur Einführung eines wertebasierten CMS. Köln: Reguvis, Bundesanzeiger Verlag.
Pomaska, G. (2012). Webseiten-Programmierung - Sprachen, Werkzeuge, Entwicklung. Berlin: Springer Vieweg.
Sckommodau, K. (2018). Magazindesign: Gestaltungsgrundlagen und Umsetzung mit InDesign und Photoshop. Heidelberg: dpunkt-Verlag

KMW 2 Media Science

No: KMW 2	Mandatory module: Media Science	Language: German		Credit points: 5
		Frequency: each spring term		Term: 2
		Workload: 150 h		Form of examination: KL60 / HA / MP
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 94 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Media Analysis		Prof. Dr. Denise Sommer	V	2
Media History			V	2

This module is used for the following degree programs: MK, MM, (MD)

Contents

Media Analysis:
- Technical categories of film analysis: image, camera angles, setting, light / color, sound (dialogues, music, noises), image-sound connection, editing
- Narrative categories of film analysis: plot, characters, narrative events, time, montage, character analysis
- Interpretive/comparative product analysis: intertextuality / biographical method / literary or film historical, sociological, psychological, genre-specific film interpretation, transcultural film analysis

Media History:
- Media history as social history: theoretical perspectives and methodological approaches in media history research
- Prehistory of mass communication as the history of public communication
- 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
- Modern mass press and correspondence and news in the 18th/19th century
- Development of electronic media: film, broadcast
- Mass communication in dictatorship and war, propaganda
- From mass communication into the digital age

Learning objectives and competencies to be imparted

Media Analysis:
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.

Media History:
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.

Literature and teaching aids

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.

PR 2 Persuasive Communication

No: PR 2	Mandatory module: Persuasive Communication	Language: German		Credit points: 5
		Frequency: each spring term		Term: 2
		Workload: 150 h		Form of examination: HA / PA
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 94 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Marketing	Prof. Dr. Axel Lippold	V	2
Strategic Communication Planning		Ü	2

This module is used for the following degree programs: MK

Contents

Marketing:
- Marketing planning
- Strategic marketing
- Marketing research
- Product and pricing policy
- Communication and distribution policy
- Marketing organization and controlling

Strategic Communication Planning
- Analysis of the relevant reference groups and their relationship to the organization
- Development of goals and definition of target groups
- Development of a strategic communicative positioning (e.g. by means of the brand concept) of the organization
- Develop communication strategies and plans to address specific target audiences in different contexts

Learning objectives and competencies to be imparted

Marketing:
Students are taught the fundamentals of marketing in terms of basic concepts, methods and applications. In addition to the basic concepts of marketing and the relationship between the company and the sales market, the fundamentals of buyer behavior and market research are learned. Students will be able to develop marketing strategies with a focus on product, communication, distribution and pricing policies.

Strategic Communication Planning:
Students learn to develop a long-term and identity-forming communication concept for the communication activities of an organization.

Literature and teaching aids

Marketing:
Bruhn, M. (2014). Marketing: Grundlagen für Studium und Praxis, 12th ed. Wiesbaden: Springer VS.
Homburg, C. (2014). Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th ed. Wiesbaden: VS Verlag.
Kuß, A. & Kleinaltenkamp, M. (2013). Marketing-Einführung: Grundlagen - Überblick - Beispiele, 6th ed. Wiesbaden: Springer VS.

Meffert, H., Burmann, C. & Kirchgeorg, M. (2014). Marketing: Grundlagen marktorientierter Unternehmensführung: Konzepte - Instrumente - Praxisbeispiele, 12th ed. Wiesbaden: Springer Gabler

Olbrich, R. (2006). Marketing: Eine Einführung in die marktorientierte Unternehmensführung, 2nd ed. Wiesbaden: Springer VS.

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

Walsh, G., Deseniss, A. & Kilian, T. (2013). Marketing – Eine Einführung auf der Grundlage von Case Studies, 2nd ed. Wiesbaden: Springer Gabler

Strategic Communication Planning:

Baumgarth, C. (2014). Markenpolitik: Markentheorien, Markenwirkungen, Markenführung, Markencontrolling, Markenkontexte, 4th edition, Wiesbaden: Springer Gabler

Bruhn, M. (2019). Kommunikationspolitik - Systematischer Einsatz der Kommunikation für Unternehmen, 9th edition, Munich: Vahlen

Burmann, C., Halaszovich, T., Schade, M., Piehler, R. (2018). Identitätsbasierte Markenführung: Grundlagen - Strategie - Umsetzung – Controlling, 3rd edition, Wiesbaden: Springer Gabler

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

LA 1 Applied Corporate Communications

No: LA 1	Mandatory module: Applied Corporate Communications	Language: German		Credit points: 7
		Frequency: each spring term		Term: 2
		Workload: 210 h		Form of examination: SB / PA
	Prerequisites for participation: none	Contact hours: 42 h	Self-study hours: 168 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Corporate Communications	Prof. Dr. Marc-Christian Ollrog	V	1
Applied Corporate and Strategic Communications		Ü	2

This module is used for the following degree programs: MK

Contents

Corporate Communications:
- Communication policy instruments
- Disciplines: sales communication, public affairs, investor relations, human resources marketing, internal corporate communications
- CSR and sustainability communication
- Communication management
- Communication controlling
- Corporate communications integration concepts: integrated communication, brand, corporate identity

Applied Corporate Communications:
- Corporate communications practice
- Formulating communication goals, establishing message hierarchies
- Writing materials for internal and external communication (press releases)

Learning objectives and competencies to be imparted

Corporate Communications
Students will be able to explain the various communication policy instruments and communication disciplines of a company and their central differences. In addition, they know the process of communication management and in particular the evaluation and the integration dilemma.

Applied Corporate Communications:
Students will be able to use the different communication tools of a company. In addition, they can plan and produce targeted, different instruments of corporate communication (internal and external communication) for specific situations.

Literature and teaching aids

Bruhn, M. (2014). Unternehmens- und Marketingkommunikation: Handbuch für ein integriertes Kommunikationsmanagement. München: Vahlen
Bruhn, M.; Esch, F.-R. (2009). Handbuch Kommunikation: Grundlagen - Innovative Ansätze - Praktische Umsetzungen. Wiesbaden: Springer Gabler
Mast, C. (2012). Unternehmenskommunikation – Ein Leitfaden. Konstanz: UVK.
Meckel, M. & Schmid, B. (2008). Unternehmenskommunikation. Wiesbaden: Springer Gabler
Zerfaß, A. & Piwinger, M. (Ed.) (2014). Handbuch Unternehmenskommunikation: Wiesbaden: Springer Gabler

LR 1 Media-Specific Training I

No: LR 1	Mandatory module: Media-Specific Training I	Language: German		Credit points: 8
		Frequency: each spring term		Term: 2
		Workload: 240 h		Form of examinazin: PA / SB
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 184 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Media-Specific Editorial Management (print, audio, video)		Prof. Dr. Marc-Christian Ollrog	V	1
Media-Specific Training (print, audio, video)			Ü	3

This module is used for the following degree programs: MK

Contents

Media-specific editorial management (print, audio, video):
- Introduction to specific media markets: market development and overview
- Genre specifics and traditions in the media channels
- Technical specifics of journalistic production
- Practical management of journalistic production processes

Media-specific training (print, audio, video):
- Realistic, journalistic content production for specific media channels
- Topic identification, research and production of articles
- Quality assurance, control and management of content production

Learning objectives and competencies to be imparted

Media-specific editorial management (print, audio, video):
Students will be able to identify the media-specific characteristics of content production. They can develop channel-specific publishing strategies and critique third-party strategies.

Media-specific training (print, audio, video):
Students produce trimedial contributions for the student medium Campus38.de and Campus38-Magazin under realistic conditions.
Students develop topic ideas, plan research, and produce their articles. They also review and evaluate the quality of fellow students' contributions and make suggestions for revision.

Literature and teaching aids

Media-specific editorial management (print, audio, video):
Kleinsteuber, H. (2011). Radio: eine Einführung. Wiesbaden: Springer VS.
Rossié, M. (2013). Sprechertraining: Texte präsentieren in Radio, Fernsehen und vor Publikum. Wiesbaden: Springer VS.
Mast, C. (2012). ABC des Journalismus. Ein Handbuch. Konstanz: UVK.

Media-specific training (print, audio, video):
von La Roche, W. & Hooffacker, G. (2013). Einführung in den praktischen Journalismus. Wiesbaden: Springer VS.

von La Roche, W. (2013). Radio-Journalismus. Wiesbaden: Springer VS.

Buchholz, Axel; Schult, Gerhard (2013): Fernseh-Journalismus. Berlin: Econ.

Hooffacker, G. (2014). Online-Journalismus. Berlin: Econ.

Lilienthal, V. (2014). Recherchieren. Konstanz: UVK.

Altmeppen, K.-D. & Arnold, K. (2012). Journalistik: Grundlagen eines organisationalen Handlungsfeldes. Munich: Oldenbourg.

Kleinsteuber, H. (2011). Radio: eine Einführung. Wiesbaden: Springer VS.

Rossié, M. (2013). Sprechertraining: Texte präsentieren in Radio, Fernsehen und vor Publikum. Wiesbaden: Springer VS.

Mast, C. (2012). ABC des Journalismus. Ein Handbuch. Konstanz: UVK.

3. Term 3
KMW 3 Media and Society

No: KMW 3	Mandatory module: Media and Society	Language: German		Credit points: 6
		Frequency: each fall term		Term: 3
		Workload: 180 h		Form of examination: KL60 / HA / MP
	Prerequisites for participation: none	Contact hours: 75 h	Self-study hours: 105 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Media Sociology		V	2
Media Psychology and Media Effects Research	Prof. Dr. Denise Sommer	V	2
Applied Media Research		Ü	1

This module is used for the following degree programs: MK

Contents

Media Sociology:
- What is and does sociology, what does sociology have to do with media and communication?
- Social framing of communication and media: symbols, genres, practices
- Key sociological concepts and their interaction with communication and media: public sphere, integration, socialization and identity, social change ..
- Selected examples and application fields (e.g. political scandals, celebrity and fan culture, risk communication, cyber bullying, etc.)

Media psychology and media effects research:
- What is and does psychology, what does psychology have to do with media and communication?
- What is media effects research? Theoretical models and methods of media effects research (esp. experimental test facilities)
- Media and cognition
- Media and emotion
- Media and behavior
- Selected examples and application fields (e.g. perception and design, violence research, addiction, media literacy and education, etc.)

Applied Media Research:
- Current key studies, research approaches or practical projects that tie in with the fields of application listed above

Learning objectives and competencies to be imparted

Media Sociology:
Students gain an overview of sociology as a scientific discipline and of its interrelations with communication and media studies. They know important basic sociological concepts and approaches and their significance for the explanation of public communication. They understand the fundamental interactions between media and society and describe them in their own words using selected examples.

Media psychology and media effects research:
Students gain an overview of psychology as a scientific discipline and its interrelations with communication and

media studies. They are familiar with important basic psychological concepts and approaches and their significance for the study of the effects of public communication. They know essential effect theories and can describe them in their own words and explain them using examples.

Applied Media Research:
Students see in selected examples how social science findings can be used for applied communication (e.g., advertising impact, target group description, image building). They are able to derive recommendations for public communication from the results of applied research.

Literature and teaching aids

Media Sociology:
Moebius, S., Nungesser F. & Scherke, K. (Eds.) (2019). Handbuch Kultursoziologie. Volume 2: Theorien – Methoden – Felder. Wiesbaden: Springer.
Neumann-Braun, K. & Müller-Doohm, S. (Eds.) (2000). Medien- und Kommunikationssoziologie. Weinheim/München: Juventa Verlag.
Schützeichel, R. (2015). Soziologische Kommunikationstheorien. Konstanz: UTB.

Media psychology and media effects research:
Bonfadelli, H. & Friemel, T. (2011). Medienwirkungsforschung.Konstanz: UVK.
Jäckel, M. (2005). Medienwirkungen. Ein Studienbuch zur Einführung. Wiesbaden: VS Verlag.
Schenk, M. (2007). Medienwirkungsforschung. Tübingen: Mohr Siebeck.

Applied Media Research:
Current studies and media data on relevant examples from specialist journals (Publizistik, M & K, SCM) and industry services (e.g. Media Perspektiven, studies by mpfs, destatis)

PR 3 Organizational Communication

No: PR 3	Mandatory module: Organizational Communication	Language: German		Credit points: 5
		Frequency: each fall term		Term: 3
		Workload: 150 h		Form of examination: HA / KL60
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 90 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Organization Theory		Prof. Dr. Boris Blechschmidt	V	2
Operational Communication Planning			Ü	2
This module is used for the following degree programs: MK				

Contents

Organization theory:
- Organizational theory approaches: action-oriented approaches
- Organizational theory approaches: structure-oriented approaches
- Organizational communication
- Organizational culture

Operational communication planning:
- Conceptual theory: analysis, definition of goals and target groups, strategy, development of measures, evaluation
- Campaign: functions, types and goals
- Campaign instruments

Learning objectives and competencies to be imparted

Organization theory:
Students learn about the organization as a special type of system and its specific structural characteristics. On this basis, they can explain the key differences between relevant organizational theories and their implications for describing and explaining relevant issues in corporate communication.

Operational communication planning:
Students learn how to design, plan, and, if necessary, implement and evaluate a communications project. They know the processes of such projects and can plan them and develop ideas for implementation.

Literature and teaching aids

Organization theory:
Kieser, A & Ebers, M. (2019). Organisationstheorien. Stuttgart: Kohlhammer.
Schein, E. H. (2006). Organisationskultur. Bergisch Gladbach: EHP, Ed. Humanistische Psychologie
Theis-Berglmair, A.M. (2003). Organisationskommunikation. Theoretische Grundlagen und empirische Forschungen, 2nd ed. Münster: LIT
Weik, E. & Lang, R. (Eds.) (2005). Moderne Organisationstheorien 1. Handlungsorientierte Ansätze. Wiesbaden: Springer Gabler
Weik, E. & Lang, R. (Eds.) (2003). Moderne Organisationstheorien 2. Strukturorientierte Ansätze. Wiesbaden: Springer Gabler

Operational communication planning:

Bruhn, M. (2019). Kommunikationspolitik - Systematischer Einsatz der Kommunikation für Unternehmen, 9th edition, Munich: Vahlen

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

Hansen, R. & Schmidt, S. (2013). Konzeptionspraxis. Eine Einführung für PR- und Kommunikations-Fachleute Frankfurt/Main: FAZ-Institut für Management-, Markt- und Medieninformation.

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

Schmidbauer, K., Knödler-Bunte, E. (2004). Das Kommunikationskonzept. Potsdam: Talpa.

J 3 Journalism from an Economic and Political Perspective

No: J 3	Mandatory module: Journalism from an Economic and Political Perspective	Language: German		Credit points: 5
		Frequency: each fall term		Term: 3
		Workload: 150 h		Form of examination: KL60 / RE+HA
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 90 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Economics of Journalism		Prof. Dr. Marc-Christian Ollrog	V	2
Journalism in International Comparison			V	2

This module is used for the following degree programs: MK

Contents

Economics of Journalism:
- Introduction to the various theoretical approaches to media economics
- Dual economy and meritocracy
- Functioning of various media markets and effect on everyday working life
- Normative implications of traditional and modern journalistic business models

Journalism in International Comparison:
- Media systems as the basis of journalism cultures
- Modelling and systematics of media systems
- Role of internationally active journalism organizations
- Manifestation and comparison of journalism worlds

Learning objectives and competencies to be imparted

Economics of Journalism:
Students will be able to distinguish between the different ways of looking at the media industry from a research point of view and to reproduce the microeconomically relevant parameters of journalistic production. In addition, students are able to analyze and problematize the functioning of purely private or dual media markets - especially with regard to the normative effects in the media system.

Journalism in International Comparison:
Students will be able to apply the concept of media systems to specific countries and evaluate them in terms of journalistic traditions and cultures. They identify and classify similarities and differences in the media systems of various countries both in the West and in the Global South - whether in terms of state intervention in the media system or in terms of practical journalistic work.

Literature and teaching aids

Economics of Journalism:
Beck, H. (2005). Medienökonomie. Print, Fernsehen und Multimedia. Berlin: Springer.
Heinrich, J. & Kopper, G. (Eds.) (2006). Media Economics in Europe. Berlin: VISTAS.
Kiefer, M.-L. & Steininger, C. (2013). Medienökonomik. München: Oldenbourg.
Rau, H. (2007). Qualität in einer Ökonomie der Publizistik. Betriebswirtschaftliche Lösungen für die Redaktion. Wiesbaden: VS Verlag.
von Rimscha, B. & Siegert, G. (2015). Medienökonomie: Eine problemorientierte Einführung. Wiesbaden: Springer VS.

Journalism in International Comparison:
Hanitzsch, T. & Seethaler, J. (2009). Journalismuswelten. Medien & Kommunikationswissenschaft, 57(4), 464-483.
Thomaß, B. (Ed.) (2013). Mediensystem im internationalen Vergleich. 2nd ed. UVK: Konstanz.
Donsbach, W. & Patterson, T. (2003). Journalisten in der politischen Kommunikation: Professionelle Orientierungen von Nachrichtenredakteuren im internationalen Vergleich. Wiesbaden: Springer VS.
Löffelholz, M. & Hepp, A. (2002). Grundlagentexte zur transkulturellen Kommunikation. Stuttgart: UTB. *[in particular: Esser, F. (2002). Transnationale Journalismusforschung. Eine Bilanz ihrer Befunde und Bedeutung.]*

LA 2 Applied Strategic Communication

No: LA 2	Mandatory module: Applied Strategic Communication	Language: German	Credit points: 6
		Frequency: each fall term	Term: 3
		Workload: 180 h	Form of examination: PA / SB
	Prerequisites for participation: none	Contact hours: 45 h	Self-study hours: 135 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Applied Strategic Communication		TBD (NF Hoffjann)	S	3

This module is used for the following degree programs: MK

Contents

- Campaign analysis and evaluation
- Taking on the role of a press spokesperson: interview behavior
- Conception of communication concepts and campaigns

Learning objectives and competencies to be imparted

Students will be able to derive and plan practical PR tasks from the field of strategic communication. Students recognize the required action from problem definitions and demonstrate possible solutions, the strengths and weaknesses of which they can assess. They are able to apply the tools of analysis, conception and implementation of relevant communication activities in defined examples. Students learn to adopt the recipient or reference group perspective and to independently and methodically generate knowledge about stakeholders in order to plan and implement communication programs and measures on this basis.

Literature and teaching aids

Buchholz, U. & Knorre, S. (2019). Interne Kommunikation und Unternehmensführung. Theorie und Praxis eines kommunikationszentrierten Managements. Springer Gabler, Wiesbaden.
Szyszka, P. & Dürig, U.-M. (Ed.) (2008): Strategische Kommunikationsplanung, UVK, Konstanz.
Zerfaß, A. & Pleil, T. (2012). Handbuch Online-PR: Strategische Kommunikation in Internet und Social Web. UVK, Constance.
Hoffjann, O. & Pleil, T. (eds.) (2015). Strategische Online-Kommunikation. Theoretische Konzepte und empirische Befunde. Wiesbaden: VS Verlag.
Ulrich, T. W. & Brandstädter, M. (2016). Krisenkommunikation - Grundlagen und Praxis: Eine Einführung mit ergänzender Fallstudie am Beispiel Krankenhaus, Verlag W. Kohlhammer, Stuttgart.

LR 2 Cross-Media Training

No: LR 2	Mandatory module: Cross-Media Training	Language: German		Credit points: 8
		Frequency: each fall term		Term: 3
		Workload: 240 h		Form of examination: PA / SB
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 180 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Cross-Media Editorial Management	Prof. Dr. Marc-Christian Ollrog	V	1
Cross-Media Training (text, audio, AV)		Ü	3

This module is used for the following degree programs: MK

Contents

Cross-media editorial management:
- Introduction to the management of cross-media editorial teams
- Planning and producing cross-media topics and playing them out in a way that is appropriate to the target group
- Channel-appropriate strategies and forms of presentation
- Controlling platforms using Webmetrics

Cross-media training: (Text, Audio, AV)
- Realistic, journalistic content production in cross-media environments
- Trimedial topic identification, research and production of journalistic articles
- Quality assurance, control and management of content production

Learning objectives and competencies to be imparted

Cross-media editorial management:
Students will be able to demonstrate the specifics of digital content production in cross-media environments. They know the specific forms of presentation and can develop channel-specific strategies.

Cross-media training: (Text, Audio, AV)
Students conceive, research and produce trimedial journalistic contributions for the student medium Campus38.de under realistic conditions.
Students develop topic ideas, plan research, and produce their articles. They also review and evaluate the quality of fellow students' contributions and make suggestions for revision.

Literature and teaching aids

(also see literature under LR I and III).

Jakubetz, C. (2013). Crossmedia. Konstanz: UVK.
Heinrich, R. (2014). Survival Kit für Journalisten. Konstanz: UVK.
Fengler, S. & Kretzschmar, S. (2009). Innovationen für den Journalismus. Wiesbaden: Springer VS.
Weichert, S. & Kramp, L. (2014). Die Zeitungsmacher: Aufbruch in die digitale Moderne. Wiesbaden: Springer VS.
Gerhards, C. (2013). Nonfiction-Formate für TV, Online und Transmedia. Konstanz: UVK.
Philips, A. (2012). A Creator's Guide to Transmedia Storytelling. New York: McGraw Hill.

4. Term 4
M3 Introduction to Social Research

No: M 3	Mandatory module: Introduction to Social Research	Language: German		Credit points: 6
		Frequency: each spring term		Term: 4
		Workload: 180 h		Form of examination: KL60 / EP
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 124 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
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

Contents

Methods of Social Research:
- Development of research questions
- Selection procedure, hypothesis generation and operationalization
- Social science methods such as surveys, observations, and content analysis as well as types of qualitative interviews
- Data organization and data management
- Research quality criteria and quality standards
- Presentation and evaluation of the research results

Descriptive Statistics:
- Basic concepts of descriptive statistics
- Frequency distributions
- Measures of dispersion
- Measurement of the concentration of a distribution
- Table analysis
- Linear single regression
- Correlation analysis

Learning objectives and competencies to be imparted

Methods of Social Research:
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.

Descriptive Statistics:
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.

Literature and teaching aids

Methods of Social Research:
Häder, M. (2015). Empirische Sozialforschung – Eine Einführung, 3rd ed. Wiesbaden: VS Verlag.

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. (2013): Methoden der empirischen Sozialforschung, 10th ed. München: Oldenbourg.

Descriptive Statistics:
Burkschat, M., Cramer, E. & Kamps, U. (Eds.) (2012). Beschreibende Statistik: Grundlegende Methoden der Datenanalyse. Berlin and Heidelberg: Springer.
Precht, M. (2005). Angewandte Statistik I. Munich and Vienna: Oldenbourg.
Ronning, G. (2011). Statistische Methoden in der empirischen Wirtschaftsforschung, 2nd ed. Berlin: LIT.

M 4 Intra-Faculty Mandatory Elective

No: M 4	Mandatory elective module: Intra-Faculty Mandatory Elective	Language: German		Credit points: 6
		Frequency: each spring term		Term: 4
		Workload: 180 h		Form of examination: KL60 / SB
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 124 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
WPF I		Prof. Dr. Denise Sommer (as program coordinator)	V	2
WPF II			V	2

This module is used for the following degree programs: MK (TM, SRM …)

Contents

Depend on the courses that are chosen

Choices include:

- Introduction to Political Science (B.A. City and Regional Management, 2nd term)
- Economic Development (B.A. City and Regional Management, 4th term)
- City Marketing (B.A. Tourism Management, 4th term)
- Event Management (B.A. Tourism Management, 4th term)
- Management of Attractions and Cultural Institutions (B.A. Tourism Management, 4th term)
- Sports and Health Tourism (B.A. Tourism Management, 4th term)

Learning objectives and competencies to be imparted

The module enables students to look beyond the confines of their own degree program and serves to promote interdisciplinary networking. Two lectures are selected from previously determined courses offered by other degree programs at the faculty. Students gain insight into related disciplines and/or areas of application in their field and make intellectual connections to their own professional field. They acquire an overview of other disciplines of the faculty and can roughly explain their ways of thinking and working methods. Students make interdisciplinary contacts and develop a notion of interdisciplinary collaboration, which they apply to the interdisciplinary projects of the 5th term.

Literature and teaching aids

Relevant working materials

KMW 4 Normative and Theoretical Perspectives of Media Communication

No: KMW 4	Mandatory module: Normative and Theoretical Perspectives of Media Communication	Language: German		Credit points: 5
		Frequency: each spring term		Term: 4
		Workload: 150 h		Form of examination: MP / PA
	Prerequisites for participation: none	Contact hours: 84 h	Self-study hours: 66 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Communication and Media Theories		Prof. Dr. Denise Sommer	V+S	3
Media Ethics			V+S	3

This module is used for the following degree programs: MK

Contents

Communication and media theories:
- Philosophy of science
- Relevant basic micro-level theories (descriptive and normative): rational choice/ bounded rationality, communicative action, symbolic interaction, communicative genres, framing theory
- Relevant basic macro-level theories (descriptive and normative): systems theory, structuration theory, critical theory, materialism
- Comparison of theories and fields of application

Media ethics:
- General ethics: basic terms and basic positions
- Media ethics as area ethics: graduated responsibility in the media system
- Media freedom and media self-regulation
- Fields of action and application of media ethics: diversity, media and reality, media literacy, social participation...

Learning objectives and competencies to be imparted

Communication and media theories:
Students comprehend and explain the various theoretical perspectives that exist on the fundamental questions of the discipline and know what these perspectives are based on. They are able to compare theories on the basis of essential criteria of scientific theory and to adopt and defend their own theoretical position. They can name exemplary subject areas and practical problems in which the theories discussed are applied and derive meaningful research questions on these topics.

Media ethics:
Students are able to identify relevant problems in media ethics. They know the basic concepts and basic positions of general ethics and are able to apply them to current issues in public communication. They can justify their individual actions against the background of ethical principles and understand and explain opposing perspectives on ethical issues. Students will be able to explain the principle of self-regulation and will know the main self-regulatory bodies in the German media system and their tasks and working methods.

Literature and teaching aids

Communication and media theories:
Averbeck-Lietz, S. (2015). Soziologie der Kommunikation: die Mediatisierung der Gesellschaft und die Theoriebildung der Klassiker. Berlin: De Gruyter.

Schützeichel, R. (2015). Soziologische Kommunikationstheorien. Konstanz: UTB.
Weber, S. (Ed.) (2010). Theorien der Medien. Konstanz: UVK.
As well as current literature from professional journals

<u>Media ethics:</u>
Funiok, R. (Ed.) (2011). Medienethik. Stuttgart: Kohlhammer
Röben, B. (2013). Medienethik und die Anderen. Wiesbaden: VS Verlag.
Schicha, C. & Brosda, C. (Ed.) (2010). Handbuch Medienethik. Wiesbaden: VS Verlag
As well as selected case study materials

J 4 / PR 4 PR and Journalism Research

No: J 4 / PR 4	Mandatory module: PR and Journalism Research	Language: German		Credit points: 6
		Frequency: each spring term		Term: 4
		Workload: 180 h		Form of examination: RE+HA / PA / SB
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 124 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
PR and Journalism Research		Prof. Dr. Marc-Christian Ollrog	V+Ü	4

This module is used for the following degree programs: MK

Contents

Concrete teaching research projects with different theoretical emphases and a high degree of application orientation, primarily in the areas of
- Communicator research
- Content research
- Media resonance analysis
- Journalistic media economics

Learning objectives and competencies to be imparted

Students are able to work independently on a research problem. Within a given framework, they work on a current issue in PR & journalism research, develop hypotheses based on the existing state of research, operationalize them, design an empirical study and evaluate it.

Literature and teaching aids

(Also see the literature for J1 and PR1 as well as Statistics 1)

Hoffjann, O. (2013). Der PR-Journalismus-Diskurs: Verblassender Klassiker oder Evergreen?, (pp. 315 – 337). In Ders & S. Huck-Sandhu (eds.). *UnVergessene Diskurse. 20 Jahre PR- und Organisationskommunikations-forschung*. Wiesbaden: VS-Verlag.
Löffelholz, M.& Rothenberger, L. (eds.) (2016). Handbuch Journalismustheorien, Wiesbaden: Springer VS
Meier, K. & Neuberger, C. (2017). Journalismusforschung. Stand und Perspektiven. 2nd ed. Nomos: Baden-Baden.
Neuberger, C. & Nürnbergk, C. (2018). Journalismus im Internet. Wiesbaden: Springer VS.

LR 3 Media-Specific Training II

No: LR 3	Mandatory module: Media-Specific Training II	Language: German		Credit points: 8
		Frequency: each spring term		Term: 4
		Workload: 240 h		Form of examination: PA / SB
	Prerequisites for participation: none	Contact hours: 56 h	Self-study hours: 184 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Media-Specific Editorial Management (print, audio, video)	Prof. Dr. Marc-Christian Ollrog	V	1
Media-Specific Training (print, audio, video)		Ü	3

This module is used for the following degree programs: MK

Contents

Media-specific editorial management (print, audio, video):
- Introduction to specific media markets: market development and overview
- Genre specifics and traditions in the media channels
- Technical specifics of journalistic production
- Practical management of journalistic production processes

Media-specific training (print, audio, video):
- Realistic, journalistic content production for specific media channels
- Topic identification, research and production of articles
- Quality assurance, control and management of content production

Learning objectives and competencies to be imparted

Media-specific editorial management (print, audio, video):
Students will be able to identify the media-specific characteristics of content production. They are able to develop channel-specific publishing strategies and critique third-party strategies.

Media-specific training (print, audio, video):
Students produce trimedial contributions for the student medium Campus38.de and Campus38-Magazin under realistic conditions. Students develop topic ideas, plan research, and produce their articles. They also review and evaluate the quality of fellow students' contributions and make suggestions for revision.

Literature and teaching aids

Media-specific editorial management (print, audio, video):
Kleinsteuber, H. (2011). Radio: eine Einführung. Wiesbaden: Springer VS.
Rossié, M. (2013). Sprechertraining: Texte präsentieren in Radio, Fernsehen und vor Publikum. Wiesbaden: Springer VS.
Mast, C. (2012). ABC des Journalismus. Ein Handbuch. Konstanz: UVK.

Media-specific training (print, audio, video):
von La Roche, W. & Hooffacker, G. (2013). Einführung in den praktischen Journalismus. Wiesbaden: Springer VS.
von La Roche, W. (2013). Radio-Journalismus. Wiesbaden: Springer VS.
Buchholz, A. & Schult, G. (2013). Fernseh-Journalismus. Berlin: Econ.

Hooffacker, G. (2014). Online-Journalismus. Berlin: Econ.
Lilienthal, V. (2014). Recherchieren. Konstanz: UVK.
Altmeppen, K.-D. & Arnold, K. (2012). Journalistik: Grundlagen eines organisationalen Handlungsfeldes. Munich: Oldenbourg.

5. Term 5
M 5 General Business Administration

No: M 5	Mandatory module: General Business Administration	Language: German		Credit points: 5	
		Frequency: each fall term		Term: 5	
		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 to Business Administration	Prof. Dr. Michael Vorfeld	V	2
Introduction to Management		V	2

This module is used for the following degree programs: MK, MM

Contents

Introduction to Business Administration
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.

Introduction to Management
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.

Learning objectives and competencies to be imparted

Introduction to Business Administration
Students 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 recognize and correctly apply the special features of the business perspective on services and production processes.

Introduction to Management
Students understand and appreciate basic concepts, principles, and methods of planning. They are familiar with important management models, especially for service companies, with regard to their content and application aspects and acquire an overview of the importance of personnel management and its central functions. They are able to justify critical rules for effective performance of selected leadership functions. They get to know and understand basic terms and principles of corporate management and leadership as well as functions of 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 to Business Administration
Hahmann, M., Halver, W., Heim, J.-R., Lommatzsch, J., Tesche, M. & Vorfeld, M. (2017). Wirtschaft und Recht. Berlin: DeGruyter Oldenbourg. (series eds: Halver & Vorfeld)
Hutzschenreuter, T. (latest ed.): Allgemeine Betriebswirtschaftslehre - Grundlagen mit zahlreichen Praxisbeispielen, Wiesbaden: Gabler.
Nothhelfer, Foschiani, Rade, Trauzettel (latest edition). Klausurtraining für allgemeine Betriebswirtschaftslehre. Berlin: DeGruyter Oldenbourg. (series eds: Halver & Vorfeld)
Olfert/Rahn (latest edition). Einführung in die Betriebswirtschaftslehre. Ludwigshafen: Kiehl.
Schierenbeck, H.& Wöhle, C. (latest edition). Grundzüge der Betriebswirtschaftslehre. München: Vahlen
Thommen, J.-P. & Achleitner, A.-K. (latest ed.). Allgemeine Betriebswirtschaftslehre. Wiesbaden: Gabler
Vahs, D. & Schäfer-Kunz, J. (latest ed.). Einführung in die Betriebswirtschaftslehre. Stuttgart: Schäffer-Poeschel.
Wöhe, G, Döring, U. & Brösel, G. (latest ed.). Einführung in die Allgemeine Betriebswirtschaftslehre. München: Vahlen

Introduction to Management
Berndt, R. (latest ed.). Erfolgreiches Management: Herausforderungen an das Management. Wiesbaden: Gabler.
Doppler, K. & Lauterburg, C. (latest ed.). Change Management: Den Unternehmenswandel gestalten. Frankfurt/Main: Campus.
Eichenberg, T., Hahmann, M., Hördt, O., Luther, M. & Stelzer-Rothe, T. (latest ed.). Unternehmensführung. Berlin: DeGruyter Oldenbourg. (series eds: Halver & Vorfeld)
Eichenberg, T., Hahmann, M., Hördt, O., Luther, M. & Stelzer-Rothe, T. (latest ed.). Personalmanagement, Führung und Change-Management. Berlin: DeGruyter Oldenbourg. (series eds: Halver & Vorfeld)
Schreyögg, G. & Koch, J. (latest ed.). Grundlagen des Managements: Basiswissen für Studium und Praxis. Wiesbaden: Gabler
Steinmann, H., Schreyögg, G. & Koch, J. (latest ed.). Grundlagen der Unternehmensführung Konzepte - Funktionen – Fallstudien, Wiesbaden: Gabler.
Thommen, J.-P. et al (latest ed.). Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht. Wiesbaden: Gabler.

M 6 Statistics

No: M 6	Mandatory module: Statistics	Language: German		Credit points: 6
		Frequency: each fall term		Term: 5
		Workload: 180 h		Form of examination: KL60 / EP
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 120 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Introduction to SPSS	Prof. Dr. Denise Sommer	V+Ü	2
Inferential Statistics		V+Ü	2

This module is used for the following degree programs: MK, MM

Contents

Introduction to SPSS
- Define and modify a data file
- Working in the output and syntax window
- Data selection, data modification and data exploration
- Cross-tabulations, chi-square test and exact tests
- Analysis of multiple answers
- Mean comparisons and non-parametric tests
- Correlation, regression and variance analysis

Inferential Statistics
- Basic concepts and theorems of probability theory
- Basics of theoretical distributions
- Basic features of the sampling theory
- Statistical estimation methods
- Confidence intervals
- Statistical test methods

Learning objectives and competencies to be imparted

Introduction to SPSS
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.

Inferential Statistics
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.

Literature and teaching aids

Introduction to SPSS:
Eckstein, P. (2014). Datenanalyse mit SPSS: Realdatenbasierte Übungs- und Klausuraufgaben mit vollständigen Lösungen. Wiesbaden: Springer Gabler

Janssen, J. & Laatz, W. (2012). Statistische Datenanalyse mit SPSS – Eine anwendungsorientierte Einführung in das Basissystem und das Modul Exakte Tests. Wiesbaden: Springer Gabler

Inferential Statistics:
Assenmacher, W. (2009). Induktive Statistik. Wiesbaden: Springer Gabler
Bourier, G. (2014). Statistik-Übungen: Beschreibende Statistik - Wahrscheinlichkeitsrechnung - Schließende Statistik. Wiesbaden: Springer Gabler
Mosler, K. & Schmid, F. (2011). Wahrscheinlichkeitsrechnung und schließende Statistik. Wiesbaden: Springer Gabler
Ronning, G. (2011). Statistische Methoden in der empirischen Wirtschaftsforschung, 2nd ed. Berlin: LIT.

KMW 5 Interdisciplinary Research Project

No: KMW 5	Mandatory module: Interdisciplinary Research Project	Language: German or different language	Credit points: 9
		Frequency: each fall term	Term: 5
		Workload: 270 h	Form of examination: PA / RE+HA
	Prerequisites for participation: none	Contact hours: 90 h	Self-study hours: 180 h	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Case Studies in Applied Communication Research		Prof. Dr. Denise Sommer	S	6

This module is used for the following degree programs: MK, TM

Contents

Specific issues in applied communication research, process of a typical research project, data collection and analysis, recommendations for action
If necessary, the contents are developed in contact with an industry partner.

Learning objectives and competencies to be imparted

Students apply their theoretical and methodological skills to address specific interdisciplinary issues using their expertise in communication and media studies. This involves going through the entire research process: Students generate or clearly define a research question, support it theoretically, develop a methodological approach to the investigation, collect and analyze data, and derive appropriate recommendations for action or make conceptual suggestions for solving the problem. 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 module is also offered in cooperation with other degree programs of the faculty (e.g. TM) in consultation with the colleagues.

Literature and teaching aids

Relevant working materials

LR 4 / LA 3 Interdisciplinary Project

No: LR 4/LA 3	Mandatory module: Interdisciplinary Project	Language: German		Credit points: 9
		Frequency: each fall term		Term: 5
		Workload: 270 h		Form of examination: PA / RE + HA
	Prerequisites for participation: none	Contact hours: 60 h	Self-study hours: 210 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Interdisciplinary Project	Prof. Andreas Kölmel	S	4

This module is used for the following degree programs: MK, MM

Contents

The contents of the module follow the requirements of the respective project.
The objective should always be to give students the opportunity to become familiar with a new field of work or other industry routines. It proves to be an advantage that there are mass or social media communication requirements in almost all industries and sectors. Students are expected to apply the skills they have learned in the fields of PR/journalism in an interdisciplinary manner.

Learning objectives and competencies to be imparted

Students are 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.
The project enables students to deal with subjects foreign to them and introduces them to their specific requirements. They develop an understanding of technical, economic, educational or even legal issues. As practitioners in the communications professions, students will have to learn new areas unerringly after graduation. For example, they will have to develop communication strategies for industries and clients in an agency, and they will have to quickly grasp the content challenges of these new areas. The "Interdisciplinary Project" prepares them for this: It allows students to develop confidence in issues in which they did not necessarily feel at home at the beginning of the project. Due to its practical orientation, the project is based in the journalism training courses/applied corporate/strategic communications courses of the degree program. Students implement concrete cross-media communication tasks for practical requirements.

Literature and teaching aids

Relevant working materials

6. Term 6
M 7 Supervised Internship

No: M 7	Mandatory module: Supervised Internship		Language: German or different language		Credit points: 15
			Frequency: Each spring term		Term: 6
			Workload: 450 h		Form of examination: None
	Prerequisites for participation: The conditions for starting the supervised internship are regulated by the "Praktikumsordnung".		Contact hours: -	Self-study hours: -	

Courses:		Module commissioner:	Teaching and learning types:	Scope (SWS):
Supervised Internship		Prof. Dr. Denise Sommer (Program Coordination)	B	

Contents

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.

Learning objectives and competencies to be imparted

In the supervised internship, students get to know the working reality of a selected field of activity (e.g. journalism or PR). They can apply and further develop the practical knowledge they have learned. They also learn about work routines and constraints.

Literature and teaching aids

Relevant working materials

M 8 Bachelor's Thesis and Defense

No: M 8	Mandatory module: Bachelor's Thesis	Language: German		Credit points: 15 (12 +3)
		Frequency: each spring term		Term: 6
		Workload: 450 h		Form of examination: BA + KO
	Prerequisites for participation: The conditions for starting the bachelor's thesis are regulated by the "Prüfungsordnung" and supplementary resolutions by the examination board.	Contact hours: 0 h	Self-study hours: 450 h	

Courses:	Module commissioner:	Teaching and learning types:	Scope (SWS):
Bachelor's Thesis (12 CP)	Advisor	B	
Defense (3 CP)		B	

Contents
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.
Learning objectives and competencies to be imparted
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".
Literature and teaching aids
Relevant working materials