

Syllabus
MMM3112E New Platforms and Tools for Media and Marketing
 Prof. Dr. Nadine Lindstädt-Dreusicke
 Winter Semester 2023/2024

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	30 hours within class and 60 hours for self-study and for preparing the group assignment	
Prerequisites	Completed first study section	
Time	<u>Regularly:</u> Tuesday, 15:30-17:00 <u>and</u> 17:15-18:45 <u>Additional dates due to public holidays and the blocking for the presentation dates:</u> 04.10. 15:30-17:00 and 17:15-18:45 (postponed from 3.Oct. 2023) 03.11. 09:45-11:15 (digital session, link will be provided in due time) 09.11. 17:15-20:30 (block 1 for the final presentations, instead of 7 Nov. 2023) 10.11. 08:00-11:15 (block 2 for the final presentations, instead of 24 Oct. 17:15-18:45 and 14 Nov. 17:15-18:45)	
Room	W1.5.04	
Start Date	04.10.2022 (fast track course, the course ends on 14.11.2023)	
Lecturer	Name	Prof. Dr. Nadine Lindstädt-Dreusicke
	Office	W2.4.03
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wurf0be6185-afb2-4041-9c74-8e8999b4e816/eoV9QxINSZoHiau-wFkA1mMKpUXxW15MI/v2 Please first of all login to the office of the study programme and then click the link to my office.
	Office Hours	Tuesday, 08:00-09:30, appointments can be booked online via https://lms.hs-pforzheim.de/course/view.php?id=4831
	Phone	+49 7231 28 6311
	Email	nadine.lindstaedt-dreusicke@hs-pforzheim.de

Summary

Podcasts are everywhere!

The course deals with podcasts as a relevant tool and platform for the media and marketing industry. At the beginning the market for podcasts will be introduced and intensively analyzed. This includes the functioning of the market (see platform economics), relevant market players (e.g. podcast platforms, media companies, advertisers, users, etc.), different forms of podcasts (podcasts by media companies, corporate podcasts/branded podcasts) and the main goals for using podcasts as (media) companies (e.g. another distribution tool for media companies, cross media strategies, content marketing purposes, advertising purposes). Following, all relevant aspects for starting a podcast will be covered. Building up on this knowledge and understanding the students will have to elaborate a suitable concept for a podcast of their choice and can furthermore produce a short podcast episode using the podcast equipment available at Pforzheim University. Additionally, the course will be complemented by two guest lectures from the industry.

Outline of the Course

- I. On the relevance of podcasts for media and marketing
- II. Functioning of the podcast market and its relevant market players
- III. How to start a podcast – concept, production, distribution, marketing, analysis and control of success
- IV. Guest lectures from the industry with different perspectives
- V. Students' presentations

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
After completion of the program the students will be able...		After completion of the course the students will be able...	Presenta- tion	Presenta- tion	Participa- tion in Class
			40%	40%	20%
			Collective	Individual	Individual
1 Expert Knowledge					
1.5	...to demonstrate profound expert knowledge in their field of specialization.	...to demonstrate profound expert knowledge in the field of podcasts as a promising tool for media and marketing in a dynamic market environment.	x	x	
2 Digital Skills					
2.2	...to effectively use and apply information systems to develop solutions in business settings.	...to use different information systems in a goal-oriented manner in order to get an understanding of the competitive (podcast) market environment and the customer needs and for being able to develop a suitable podcast concept (incl. the usage of the podcast production equipment) to aim at an appropriate target group.	x		
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	...to use collaborative tools in order to enable interaction, collaboration and communication within the team in order to prepare and complete the group assignment.	x		
3 Critical Thinking and Analytical Competence					
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...based on differentiated analyses and critical reflection, to assess the status quo of the dynamic podcast market and its customer needs and to find possible solutions for according (media) companies.	x	x	x
4 Ethical Awareness					
5 Communication and Collaboration Skills					
5.2	...to demonstrate their oral communication skills in presentations.	...to present, explain and communicate their podcast knowledge in a structured and comprehensible manner, both throughout their group presentations as well as during the discussions.		x	x
5.3	...to work successfully in a team by performing practical tasks.	...to successfully work in a team while preparing and presenting their podcast concept.	x		
6 Internationalization					
6.2	...to articulate themselves in a professional manner in international business.	...to deal with the podcast market and corresponding expert terms and vocabulary in English and articulate themselves in a professional manner in the area of the international podcast environment and business.		x	x

Teaching and Learning Approach

- The course is organized as a seminar. In the first weeks of the semester, the professor will give an introduction on the relevance of podcasts for media and marketing, the functioning of the market and its relevant market players as well as the fundamentals for starting a podcast.
- With this input, students in according teams, will have to elaborate a podcast concept of their choice as well as to produce a short podcast episode. Both will be presented at the end of the course.
- A coaching session is included in order to monitor the students' progress on elaborating their podcast concept and to give feedback and recommendations on how to proceed.

- Additionally, the course will be complemented by two guest lectures from the industry in order to highlight the huge relevance of the topic for businesses.
- Over the entire course, discussions will accompany the introductory period, the guest lectures as well as the presentation topics.

(Background) Literature and Course Materials

- **Beck, L., Dietrich, S., Graf, T., Grohmann, X., Lehmann, K., & Zierer, S. (2022).** Make your brand heard: A qualitative study on the use of corporate podcasts as a branding tool. In A. Godulla, L. Beck, E. Christiansen, P. A. Johe, T. Krüper, V. Niemsch, F. Saxinger (Eds.), *Disrupt Adapt: New ways to deal with current challenges in media and communication* (pp. 129-158). Leipzig <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-81818-2>
- **Chan-Olmsted, S. & Wang, R. (2022).** Understanding podcast users: Consumption motives and behaviors. *New Media & Society*, 24(3): 684-704.
- **Green, C.M. (2021).** *The Podcaster's Audio Handbook: A Technical Guide for Creative People*. Apress
- **McHugh, S. (2022).** *The Power of Podcasting. Telling Stories Through Sound*. Columbia University Press.
- **Newman, N. & Gallo, N. (2019):** News Podcasts and the Opportunities for Publishers, Digital News Project, December 2019, Reuters Institute. URL: https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2019-12/Newman_Gallo_podcasts_FINAL_WEB_0.pdf
- **Schultz, C.D. (2023).** Advertising Value of Podcast Advertising. In: Martínez-López, F.J. (eds) *Advances in Digital Marketing and eCommerce*. DMEC 2023. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-031-31836-8_8
- **Sullivan, J. L. (2019).** The Platforms of Podcasting: Past and Present. *Social Media & Society* October-December 2019: 1-12. <https://journals.sagepub.com/doi/pdf/10.1177/2056305119880002>

Assessment

The assessment of the course will be based on three parts:

1. the students' **presentations (individual assessment: 40%)**
2. the students' **presentations (collective assessment: 40%)**
3. **participation in class (individual assessment: 20%)**

Each part of the course assessment has to be passed with a grade of at least 4.0 or better!

Course Attendance

Please be aware that for this course the attendance is compulsory. It is only allowed to miss one session in this course!

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)