

MODULE HANDBOOK

SPECIALISATION

**MEDIA MANAGEMENT AND
PSYCHOLOGY AND ADVERTISING**

Version: 15. September 2017

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Abkürzungsverzeichnis / List of Abbreviations

CR	Credit gemäß ECTS – System / credits according to ECTS – System
PLH	Prüfungsleistung Hausarbeit / examination based on essay
PLK	Prüfungsleistung Klausur / examination based on written exam
PLL	Prüfungsleistung Laborarbeit / examination based on laboratory work
PLM	Prüfungsleistung mündliche Prüfung / examination based on oral exam
PLP	Prüfungsleistung Projektarbeit / examination based on project work
PLR	Prüfungsleistung Referat / examination based on presentation
PLT	Prüfungsleistung Thesis / examination based on written thesis
PVL-BVP	Prüfungsvorleistung für die Bachelorvorprüfung / prerequisite examination for bachelor interim overall exam
PVL-BP	Prüfungsvorleistung für die Bachelorprüfung prerequisite examination for final bachelor graduation
PVL-PLT	Prüfungsvorleistung für die Thesis prerequisite examination for registration for bachelor thesis
SWS	Semesterwochenstunde(n) / contact hours per week
UPL	Unbenotete Prüfungsleistung /non-graded examination (pass/fail only)
WPF	Wahlpflichtfach / Elective

**Alignment Matrix zur Vermittlung der Kompetenzziele gemäß KMK /
Alignment matrix for learning outcomes according to official state requirements**

Module	Wissens- verbreiterung / Enlargement of knowledge	Wissens- vertiefung / Consoli- dation of knowledge	Instrumentale Kompetenz / Instrumental Competence	Systemische Kompetenz / Systemic Competence	Kommunikative Kompetenzen / Communicative Competencies
Specialisation					
MCO2050	X	X			
MMM2060	X	X	X		X
MMM2070	X	X	x		
MMM2080		X	X		
MMM2050		X	X	X	X
MMM2090		X	X	X	X
MMM3010	X	X	X		
MMM3020		X	X	X	X
MMM4000	X	X			X

Specialisation

MCO2050 – Fundamentals of Marketing

Module Name: Fundamentals of Marketing	
Module ID	MCO2050
Semester	2
Level	Basic
Credits	5
SWS /contact hours per week	4
Frequency	Each semester
Associated Courses	Fundamentals of Marketing
Prerequisites	None
Assessment Methods	PLK – 90 minutes
Requirements for granting of credits	Passing of the written exam.
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 90 students
Language	German, at least once (winter semester) a year optional in English
Module Duration	1 Semester
Module Coordinator	Prof. Linxweiler
Lecturer(s)	Prof. Linxweiler, Prof. Dr. Walter
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	This module is also offered under the business bachelor programs „Business Administration/Marketing Communication and Advertising“, „Business Administration/Market Research and Consumer Psychology“ and „Business Administration/International Marketing“.
Pedagogical Approach	Lecture with exercises
Objectives	<p>After attending the course, the students...</p> <ul style="list-style-type: none"> • understand basic marketing terms and concepts. • understand marketing as management, which is oriented towards the requirements of the market. • know tasks, objectives and performance indicators of marketing. • are familiar with basic marketing strategies and the elements of the marketing mix, got to know the central fields of activity within marketing management and learnt the fundamentals of brand management.

	Therefore the module serves primarily for the enlargement and consolidation of knowledge.
Content	<p><u>Marketing planning, strategies and brand management</u></p> <ul style="list-style-type: none"> • Notional and conceptual foundations • Management process within marketing • Situation analysis within marketing • Content and instruments of strategic marketing planning • Strategic options (alternative marketing strategies) • Terms and functions of brands • Process of launching a brand • Brand positioning • Principles of brand management <p><u>Basic marketing instruments</u></p> <ul style="list-style-type: none"> • Development of the marketing mix • Product and price relevant decision areas • Decisions regarding distribution
Relation to other Modules	This module sets the basis for other respective subjects.
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exam are expected.
Literature	<ul style="list-style-type: none"> • Meffert, H./ Burmann, Ch./ Kirchgeorg, M., Marketing: Grundlagen marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele, Wiesbaden • Kotler, P./ Armstrong, G./ Saunders, J./ Wong, V, Grundlagen des Marketing • Bruhn, M., Marketing. Grundlagen für Studium und Praxis, Wiesbaden • Homburg, Ch./ Krohmer, H., Grundlagen des Marketingmanagement, Wiesbaden
Additional Remarks	Within the framework of the International Study Program (ISP), this module can be attended in English. The obtained credits count into the 18-credit-requirement.
Keywords	Fundamentals of Marketing, Brand, Brand strategy, Marketing planning, Instruments, Marketing Mix
Last edited	September 2017

MMM2060 – Fundamentals and Methods in Psychology

Module Name: Fundamentals and Methods in Psychology	
Module ID	MMM2060
Semester	3
Level	Basic
Credits	7
SWS /contact hours per week	6
Frequency	Winter semester only
Associated Courses	Empirical Research Methods in Psychology (4 SWS, 5 Credits) Introduction to Psychology and Applied Economic Psychology (2 SWS, 2 Credits)
Prerequisites	A minimum of 38 Credits achieved in the first study section (Level 1)
Assessment Methods	PLK - 90 minutes + PLR
Requirements for granting of credits	Passing of the exams
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 50 students
Language	German
Module Duration	1 Semester
Module Coordinator	Prof. Dr. Föhl
Lecturer(s)	Prof. Dr. Föhl
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	None
Pedagogical Approach	Lecture with exercises
Objectives	<p>Empirical Research Methods in Psychology: The students are able to work scientifically and to design and conduct empirical research studies. They know the different research methods in psychology of advertising and are able to apply them to different cases. The students get to know sampling and analysis techniques in advertising psychology. They are able to analyze and interpret qualitative and quantitative data. The students are able to critically reflect empirical studies and know the crucial limitations of the different methods.</p> <p>Introduction to Psychology and Applied Economic Psychology: The students know business-relevant aspects of the psychological disciplines Sensation & Perception, Cognitive Psychology, Social Psychology, and Psychology of Personality. They are able to apply them to examples from business, advertising, and media. The students have an overview of typical applications in</p>

	<p>Economic Psychology (Work/Organizational Psychology, Market and Consumer Psychology).</p> <p>Therefore the module serves primarily for the enlargement/consolidation of knowledge and accounts for methodological competence.</p>
Content	<p>Empirical Research Methods in Psychology:</p> <ul style="list-style-type: none"> • Introduction to empirical work • Quantitative instruments in Psychology of Advertising • Qualitative instruments in Psychology of Advertising • Experiment and implicit methods • Sampling techniques • Qualitative and quantitative data analysis <p>Introduction to Psychology and Applied Economic Psychology:</p> <ul style="list-style-type: none"> • Perception, cognition, learning, memory, motivation, emotion • Social psychology (social perception and cognition, attitudes and persuasion, social relationships and groups) • Personality (models and theories, personality dimensions) • Overview of typical applications in Economic Psychology (Work/Organizational Psychology, Communication Psychology, Market and Consumer Psychology)
Relation to other Modules	<p>This module sets the basis for the understanding of other psychology courses/projects within the study program Media Management and Psychology of Advertising.</p>
Workload	<p>Empirical Research Methods in Psychology: In addition to the 4 x 15 = 60 SWS attendance time, 90 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises, preparation of the oral presentation and preparing for the exam are expected.</p> <p>Introduction to Psychology and Applied Economic Psychology: In addition to the 2 x 15 = 30 SWS attendance time, 30 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises and preparing for the exam are expected.</p>

Literature	<p>Empirical Research Methods in Psychology:</p> <ul style="list-style-type: none"> • Berekoven, L./ Eckert, W./ Ellenrieder, P., Marktforschung: Methodische Grundlagen und praktische Anwendung, Wiesbaden • Brosius, H.-B./ Haas, A./ Koschel, F., Methoden der empirischen Kommunikationsforschung, München • Schnell, R./ Hill, P. B./ Esser, E., Methoden der empirischen Sozialforschung, München • Theisen, M. R, Wissenschaftliches Arbeiten, München • Weis, H. C./ Steinmetz, P., Marktforschung, Ludwigshafen • Sedlmeier, P./ Renkewitz, F., Forschungsmethoden und Statistik in der Psychologie, München <p>Introduction to Psychology and Applied Economic Psychology:</p> <ul style="list-style-type: none"> • Myers, D.G./ Hoppe-Graff, S./ Keller, B./ Wahl, S., Psychologie, Berlin • Gerrig, R. J./ Zimbardo, P.G, Psychologie, München • Smith, E. R./ Mackie, D. M., Social Psychology, Philadelphia • Moser, K., Wirtschaftspsychologie, Heidelberg
Additional Remarks	
Keywords	<p>Sampling Methods, Empirical Research, Research Methods, Data Analysis, Experiment, Quantitative Methods, Qualitative Methods</p> <p>Emotion, Cognition, Motivation, Social Psychology, Personality, Perception, Economic Psychology</p>
Last edited	<u>September 2017</u>

MMM2070 – Fundamentals of Marketing Communication and Media

Module Name: Fundamentals of Marketing Communication and Media	
Module ID	MMM2070
Semester	3
Level	Basic
Credits	6
SWS /contact hours per week	4
Frequency	Winter semester
Associated Courses	Fundamentals of Media and Introduction to Media Economics (2 SWS, 3 Credits) Fundamentals of Marketing Communication (2 SWS, 3 Credits)
Prerequisites	A minimum of 38 Credits achieved in the first study section (Level 1)
Assessment Methods	PVL (digital image editing) + PLK – 90 minutes
Requirements for granting of credits	Passing of the exams
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 50 students
Language	German
Module Duration	1 semester
Module Coordinator	Prof. Dr. Lindstädt-Dreusicke
Lecturer(s)	Prof. Dr. Lindstädt-Dreusicke
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	None
Pedagogical Approach	Lecture with exercises and discussions
Objectives	<p><u>Fundamentals of Media and Introduction to Media Economics:</u></p> <p>The students are able to classify the media. They are aware of the media's importance for society, politics and the economy. The students can furthermore assess the impact of media for society as well as their effects on the single recipient. In addition to this, the students are familiar with the economic peculiarities of media markets as well as the fundamental economic theory of two-sided markets. With this knowledge the functioning of media markets as well as the behavior of the various market participants can be explained. This course knowledge is essential for the consecutive course module Media Management in the upcoming semester.</p> <p><u>Fundamentals of Marketing Communication:</u></p>

	<p>The students know the importance, general conditions and content of modern marketing communication. They are familiar with the objectives, tasks and different types of advertising. The students can distinguish the different instruments of marketing communication and can apply them purposively. They master the strategic planning of communication and advertising and develop an understanding for integrated communication. The students acquire methodological competences and learn how to apply theoretical knowledge to the real world. By doing so, they are able to analyze and classify business case studies.</p> <p>This course module primarily aims at enlargement and consolidation of knowledge. Both courses furthermore contribute to gaining communicative competence.</p>
Content	<p><u>Fundamentals of Media and Introduction to Media Economics:</u></p> <ul style="list-style-type: none"> • Classification of Media • Importance of Media for society, politics and the economy • Media usage, media reception and media effects • Media Economics • Peculiarities of media markets • Digital image editing (PVL) <p><u>Fundamentals of Marketing Communication:</u></p> <ul style="list-style-type: none"> • Terms and content of modern Marketing Communication • Importance and general conditions of modern Marketing Communication • Role and objectives of advertising • Instruments of Marketing Communication • Case studies: solving and discussing
Relation to other Modules	<p>This module sets the basis for understanding and following the continuative courses in the study program Media Management and Psychology of Advertising as well as their practical application in upcoming projects.</p>
Literature	<p><u>Fundamentals of Media and Introduction to Media Economics:</u></p> <ul style="list-style-type: none"> • Schellmann, B./ Baumann, A./ Gaida, P./ Gläser, M./ Kegel, T., Medien verstehen gestalten produzieren • Jäckel, M., Medienwirkungen • Wünsch, C./ Schramm, H./ Gehrau, V./ Bilandzic, H., Medienrezeption • Beyer, A./ Carl, P., Einführung in die Medienökonomie • Dewenter, R./ Rösch, J., Einführung in die neue Ökonomie der Medienmärkte: eine wettbewerbsökonomische Betrachtung aus Sicht der Theorie der zweiseitigen Märkte • Gläser, M., Medienmanagement • Wirtz, B., Medien- und Internetmanagement <p><u>Fundamentals of Marketing Communication:</u></p> <ul style="list-style-type: none"> • Bruhn, M., Integrierte Unternehmens- und Markenkom-

	<p>munikation, Stuttgart</p> <ul style="list-style-type: none"> • Tropp, J., Moderne Marketing-Kommunikation, System – Prozess – Management
Workload	<p><u>Fundamentals of Media and Introduction to Media Economics (incl. Digital Image Editing):</u> In addition to the 2 x 15 = 30 SWS attendance time, 60 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises, and preparing for the exam are expected.</p> <p><u>Fundamentals of Marketing Communication:</u> In addition to the 2 x 15 = 30 SWS attendance time, 60 hours of preparing and following-up on the lecture, autonomous studying of literature, working on case studies, and preparing for the exam are expected.</p>
Additional Remarks	
Keywords	<p><u>Fundamentals of Media and Introduction to Media Economics:</u> Media, Media effects, Media usage, Media Economics</p> <p><u>Fundamentals of Marketing Communication:</u> Marketing, Marketing Communication, Advertising</p>
Last edited	September 2017

MMM2080 – Psychology of Advertising and Consumer Psychology

Module Name: Psychology of Advertising and Consumer Psychology	
Module ID	MMM2080
Semester	4
Level	Advanced
Credits	6
SWS /contact hours per week	4
Frequency	summer semester
Associated Courses	Psychology of Advertising and Consumer Psychology
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	PLK – 90 minutes + PLR
Requirements for granting of credits	Passing of the exams
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 50 students
Language	German
Module Duration	1 Semester
Module Coordinator	Prof. Dr. Föhl
Lecturer(s)	Prof. Dr. Föhl
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	None
Pedagogical Approach	Lecture with exercises
Objectives	<p>The students know the psychological concepts and mechanisms influencing consumer behavior. They know models of advertising effectiveness and purchase decision. On this basis, they are able to analyze and evaluate advertising stimuli. The students are able to derive recommendations for advertising on different media channels based on psychological principles, and to support their approach scientifically.</p> <p>The module aims at consolidation of knowledge and instrumental competence.</p>
Content	<ul style="list-style-type: none"> • Psychological determinants of Consumer Behavior (activation/motivation/emotion, information processing) • Personal and social determinants (e. g. lifestyle, involvement, social roles, media, culture) • Purchase decisions (decision models, heuristics, decision types)

	<ul style="list-style-type: none"> • Advertising effectiveness (models, measurement) • Design of advertising stimuli on the basis of psychological principles, discussion of case studies
Relation to other Modules	This module is based on the module 2 and sets the basis for the internship semester and the business project (6 th semester)
Literature	<ul style="list-style-type: none"> • Felser, G., Werbe- und Konsumentenpsychologie, Berlin • Foscht, Th. / Swoboda, B./ Schramm-Klein, H., Käuferverhalten – Grundlagen – Perspektiven – Anwendungen, Wiesbaden • Kroeber-Riel, W./ Weinberg, P./ Gröppel-Klein, A., Konsumentenverhalten • Solomon, M./ Bamossy, G.J./ Askegaard, S./ Hogg, M., Consumer Behaviour – A European Perspective, Harlow • Trommsdorff, V. /Teichert, T.: Konsumentenverhalten, Stuttgart
Workload	In addition to the 4 x 15 = 60 SWS attendance time, 120 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises, preparation of oral presentations, and preparing for the exam are expected.
Additional Remarks	
Keywords	Activation, Attitudes, Emotion, Information Processing, Purchase Process, Consumer Behavior, Purchase Decisions, Motivation, Advertising Effectiveness
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MMM2050 – Computer-aided Marketing

Module Name: Computer-aided Marketing	
Module ID	MMM2050
Semester	4
Level	Advanced
Credits	6
SWS /contact hours per week	4
Frequency	Summer semester
Associated Courses	Online Marketing (2 SWS, 3 Credits) Multivariate Statistical Methods (2SWS, 3 Credits)
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	Online Marketing: PLK – 60 minutes Multivariate Statistical Methods: PLH/PLR
Requirements for granting of credits	Passing of the exams
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Online Marketing: Maximum: 90 students Multivariate Statistical Methods: Maximum: 25 students per group (parallel courses)
Language	German
Module Duration	1 semester
Module Coordinator	Prof. Dr. Theobald
Lecturer(s)	Prof. Dr. Theobald, Prof. Dr. Föhl
Discipline	Online Marketing: Marketing Communication and Advertising Multivariate Statistical Methods: Quantitative Methods
Applicability in other programs	This module is also offered under the business bachelor program „Business Administration/Marketing Communication and Advertising“.
Pedagogical Approach	Online Marketing: Lecture with exercises Multivariate Statistical Methods: Seminar with case studies
Objectives	Online Marketing: The students know about online marketing and its relation to integrated communication. They know chances and limitations of these technologies. The students are able to evaluate and prove the use of certain communication technologies. They know the different forms of internet advertising and business models in e-commerce. The students are able to analyze and optimize websites with regard to search engine optimization, communicative support, and usability.

	<p>Multivariate Statistical Methods: The students know statistical data analysis methods and are able to apply them to specific research questions. They are able to run data analyses with SPSS and to interpret and visualize the results.</p> <p>The module aims at consolidation of knowledge and instrumental competence. The course Multivariate Statistical Methods contributes to systemic and communicative competence.</p>
Content	<p>Online Marketing:</p> <ul style="list-style-type: none"> • Introduction to modern media and communication technologies • Strategic analysis of new media use • Online advertising and e-commerce • Optimization of websites <p>Multivariate Statistical Methods:</p> <ul style="list-style-type: none"> • Data analysis using statistical methods • Computer-based data analysis • Interpretation and visualization of data
Relation to other Modules	The module is based on the courses in Statistics (semester 2+3)
Literature	<p>Online Marketing:</p> <ul style="list-style-type: none"> • Kreuzer, R.. Praxisorientiertes Online-Marketing, 2. Auflage • Fischer, M., Zeitschrift Website-Boosting • Theobald, E., Brand Evolution, 2. Auflage <p>Multivariate Statistical Methods:</p> <ul style="list-style-type: none"> • Brosius, F., SPSS. Heidelberg • Bühl, A., SPSS 23, Einführung in die moderne Datenanalyse, München
Workload	<p>Online Marketing: In addition to the 2 x 15 = 30 SWS attendance time, 60 hours of preparing and following-up on the lecture, autonomous studying of literature, working on exercises, and preparing for the exam are expected.</p> <p>Multivariate Statistical Methods: In addition to the 2 x 15 = 30 SWS attendance time, 60 hours of preparing and following-up on the lecture are expected.</p>
Additional Remarks	
Keywords	<p>Online Marketing: Data Analysis, Online Marketing, Search Engine Marketing, Website Conception, Display Advertising, Affiliate Marketing, Digital Strategies, Simulation</p> <p>Multivariate Statistical Methods: Multivariate Methods, SPSS, Statistics</p>
Last edited	September 2017

MMM2090 – Media Management – Applications

Module Name: Media Management – Applications	
Module ID	MMM2090
Semester	4
Level	Advanced
Credits	6
SWS /contact hours per week	5
Frequency	Summer semester
Associated Courses	Media Management (3 SWS, 4 Credits) Electives in Media and Communication (in total 2 SWS, 2 Credits; 1 SWS, 1 Credit per course): Text Photography Digital Media DTP Film/Television Psychological interview and moderation techniques Presentation techniques (alternative trainings possible)
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	Media Management: PLH/PLR + PLK – 90 minutes Electives: UPL
Requirements for granting of credits	Passing the exams, for the electives 2 credits have to be earned
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by 4 credits.
Planned Group Size	Media Management: Maximum: 50 Studierende Electives: Maximum: 20-25 Studierende
Language	German
Module Duration	1 semester
Module Coordinator	Prof. Dr. Lindstädt-Dreusicke
Lecturer(s)	Prof. Dr. Lindstädt-Dreusicke
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	None
Pedagogical Approach	Lecture with exercises and discussions
Objectives	<u>Media Management:</u> The students are familiar with the German and European media landscape. They can identify the dynamic changes and developments of the particular media markets and, consequently are aware about the arising challenges for media companies and their management. The students learn about the essential aspects of media management which are illustrated with suitable

	<p>business cases. In that way the students are able to develop strategic and operational competences and, thus, decisions. Furthermore, they are capable to develop and implement different strategies based on thorough (market) analyses.</p> <p>Electives in Media und Communication: The goals differ depending on to the particular training.</p> <p>Each training shall give an understanding for each discipline as well as the conception and thinking of the creatives and producing groups (this particularly holds for the trainings in text, photography, and digital media). Other trainings aim at passing practical knowledge for particular fields of activities (e.g. interview and moderation techniques, presentation techniques).</p> <p>This module primarily aims at enlargement and consolidation of knowledge as well as earning instrumental competence. The course Media Management furthermore contributes to earn and broaden systemic and communicative competences.</p>
Content	<p>Media Management:</p> <ul style="list-style-type: none"> • Media system & media landscape • Media Economics • Media research • Management of media companies • Strategies of media companies • Current challenges for media companies <p>Electives: Text (semantics, according techniques, peculiarities in texting advertising materials)</p> <p>Photography (basic terms, designing images, conception, applied implementation of certain topics)</p> <p>Digital media (basic terms, digital conception, editing systems and digital formats, digital publishing)</p> <p>DTP (insights in hard- und software, creation of graphics/layouts with according software, print technology)</p> <p>Film/Television (from pre to post production, tasks of authors/producers etc., current trends)</p> <p>Psychological interview and moderation techniques (different interview forms, essential behavior of the interviewer, overview of different group settings and behaviors of the moderator, according and applied exercises)</p> <p>Presentation techniques (conception of presentations in the context of the empirical consumer research, storytelling with data)</p> <p>(alternative courses possible)</p>
Relation to other Modules	<p>This module builds up on the module Fundamentals of Marketing Communication and Media. It builds the foundation for the upcoming internship semester as well as the business project in the sixth semester.</p>
Literature	<p>Media Management:</p>

	<ul style="list-style-type: none"> • Gläser, M., Medienmanagement • Wirtz, B., Medien- und Internetmanagement • Scholz, Chr., Handbuch Medienmanagement • Beck, K., Das Mediensystem Deutschlands: Strukturen, Märkte, Regulierung • Dewenter, R./ Rösch, J., Einführung in die neue Ökonomie der Medienmärkte: eine wettbewerbsökonomische Betrachtung aus Sicht der Theorie der zweiseitigen Märkte <p>Electives: Will be announced in the different trainings courses.</p>
Workload	<p>Media Management: 3 x 15 SWS = 45 SWS attendance time, plus 75h for preparation and wrap-up, composing term paper/presentation as well as self-dependent literature studies.</p> <p>Electives: 2 trainings x 15 SWS =30 SWS attendance time, plus 30h for preparation and wrap-up.</p>
Additional Remarks	
Keywords	Media Management, Media Economics, Media, Management of media companies, Strategy of media companies
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MMM3010 – Electives in Media Management and Psychology of Advertising

Module Name: Electives in Media Management and Psychology of Advertising	
Module ID	MMM3010
Semester	6
Level	Academic level, professional qualification
Credits	6
SWS /contact hours per week	4
Frequency	Each semester
Associated Courses	<ul style="list-style-type: none"> • Advertising Research (3 Credits) • Social Media Research (3 Credits) • Media Planning and Media Studies (3 Credits) • Public Relations (2 SWS, 3 Credits) • International Marketing (3 Credits) • Service Marketing (3 Credits) • Sales (3 Credits) • Specific Approaches of Market Research (3 Credits) • Specific Topics in Psychology of Advertising (3 Credits) • International Media (3 Credits) <p>(alternative courses possible)</p>
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	<ul style="list-style-type: none"> • Advertising Research PLH/PLR/PLK - 45 minutes • Social Media Research PLR/PLH/PLK – 45 minutes • Media Planning and Media Studies PLR/PLH • Public Relations PLH/PLR/PLK - 60 minutes • International Marketing PLK/PLH/PLM - 60 minutes • Service Marketing PLK/PLH/PLM - 60 minutes • Sales PLK/PLH/PLM - 60 minutes • Specific Approaches of Market Research PLH/PLR/PLK - 45 minutes • Specific Topics in Psychology of Advertising PLH/PLR • International Media PLK/PLR/PLH – 60 minutes
Requirements for granting of credits	<p>Passing the exams</p> <p>6 credits have to be earned</p>
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 80 students
Language	In General: German International Marketing, Service Marketing, Sales, International Media: English
Module Duration	1 semester

Module Coordinator	Prof. Dr. Föhl
Lecturer(s)	Professors of different subject areas / study programs
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	Courses are also offered under other bachelor programs
Pedagogical Approach	Lecture with exercises
Objectives	<p>Through choosing between the different WPF, the students can individually specialize withing their study program. The objectives of each course vary. The students gain insights into two electives.</p> <p>The module aims at enlargement/consolidation of knowledge and instrumental competence.</p>
Content	<p>Advertising Research</p> <ul style="list-style-type: none"> • Topical advertising research studies • Current insights of advertising reception and acceptance • Current instruments of measuring advertising effectiveness <p>Social Media Research</p> <ul style="list-style-type: none"> • Types and characteristics of Social Media • Netnography • Social Media Monitoring • Online Research Communities • Current methods of Social Media Research <p>Media Planning and Media Studies</p> <ul style="list-style-type: none"> • Media studies in Germany and worldwide • Analysis and working with media studies • Media planning by means of media studies <p>Public Relations</p> <ul style="list-style-type: none"> • Classification and terms of PR • PR Stakeholders • Aims and functions • PR Instruments • PR strategy und PR conception <p>International Marketing</p> <ul style="list-style-type: none"> • Challenges of international marketing • Marketing strategies on global markets • Cultural characteristics of target markets (cultural dimensions according to Hofstede and Hall) <p>Service Marketing</p> <ul style="list-style-type: none"> • Instruments of service marketing • Strategy and design of service marketing concepts • Service controlling <p>Sales</p> <ul style="list-style-type: none"> • Sales techniques & management

	<ul style="list-style-type: none"> • Professional selling process & skills • Sales controlling • Sales organization <p>Specific Approaches of Market Research</p> <ul style="list-style-type: none"> • Current methods of market research • Specific methods (e.g. eye-tracking, mobile research) <p>Specific Topics in Psychology of Advertising</p> <ul style="list-style-type: none"> • Current topics in advertising psychology • Specific methods of advertising and consumer psychology <p>International Media</p> <ul style="list-style-type: none"> • (Selected) international media markets • Challenges and development on international media markets • International Media Management
Relation to other Modules	The module is based on the specialisation courses in semester 3 and 4.
Literature	Will be announced in the different courses.
Workload	2 x 15 SWS = 30 SWS attendance time, plus 60h for preparation and wrap-up, composing term paper/presentation as well as self-dependent literature studies and/or exam preparation.
Additional Remarks	<p>The module or single courses of the module can be attended during a semester abroad. Modules and courses with a clear reference to the study program specialization will be recognized in the learning agreement.</p> <p>Within the framework of the International Study Program (ISP), certain courses can be attended in English. The obtained credits count into the 18-credit-requirement.</p>
Keywords	Dialogue Marketing, International Marketing, International Media, Market/Media Studies, Media Planning, PR, Social Media Research, Advertising Research
Last edited	September 2017

MMM3020 – Business Project in Media Management and Psychology of Advertising

Module Name: Business Project in Media Management and Psychology of Advertising	
Module ID	MMM3020
Semester	6
Level	Academic level, professional qualification
Credits	10
SWS /contact hours per week	4
Frequency	Each semester
Associated Courses	Business Project in Media Management and Psychology of Advertising
Prerequisites	A minimum of 50 Credits achieved in the first study section (Level 1)
Assessment Methods	PLP
Requirements for granting of credits	Passing the exams
Significance for the Final Grade	The module is counted towards the final bachelor grade, weighted by its credits.
Planned Group Size	Maximum: 30 students
Language	German
Module Duration	1 Semester
Module Coordinator	Prof. Dr. Föhl
Lecturer(s)	Prof. Dr. Föhl, Prof. Dr. Lindstädt-Dreusicke
Discipline	Media Management and Psychology of Advertising
Applicability in other programs	None
Pedagogical Approach	Project
Objectives	<p>In the framework of the business project the students solve a complex research task in the field of media management and psychology of advertising.</p> <p>On the basis of a briefing from practice (usually issued by companies or institutions) the students work in autonomous teams, supervised by a professor. They analyse the status quo, develop a research design and define the intended methodological approach, execute an empirical study, evaluate its results, present them and give recommendations for action.</p> <p>The results are documented in writing and orally presented in front of the customer. In addition to the application and consolidation of theoretical knowledge, interdisciplinary competence, social competence and methodological competence (presentation techniques) shall be trained.</p> <p>The module aims at consolidation of knowledge and instrumental, systemic and communicative competence.</p>

Content	Development and execution of a research project, based on practical tasks; content and explicit tasks depend on the respective project
Relation to other Modules	The module is based on the specialization modules of semester 3+4 (Psychology of Advertising and Consumer Psychology, Fundamentals of Marketing Communication and Media, Media Management) and builds the foundation for the thesis.
Literature	Will be announced in the course dependent on the project topic.
Workload	4 x 15 SWS = 60 SWS attendance time, plus 240h for preparation/ wrap-up, and the project work.
Additional Remarks	
Keywords	Business Project in Media Management and Psychology of Advertising
Last edited	September 2017

MMM4000 – Media Business and Law of Media

Module Name: Media Business and Law of Media	
Module ID	MMM4000
Semester	7
Level	Academic level, professional qualification
Credits	8
SWS /contact hours per week	5
Frequency	Each semester
Associated Courses	Intellectual Property, Multimedia and Internet Law: (5 Credits/4 SWS) Current issues in Media Economics (3 Credits)
Prerequisites	All credits achieved in the first study section
Assessment Methods	Intellectual Property, Multimedia and Internet Law: PLR/PLP/PLK – 90 minutes Current issues in Media Economics: PLH/PLR
Requirements for granting of credits	Passing of the respective exams
Significance for the Final Grade	The module is counted towards the final bachelor grade weighted by its credits.
Planned Group Size	Intellectual Property, Multimedia and Internet Law: max. 90 Students Current issues in Media Economics: Maximum: 50 students
Language	German
Module Duration	One semester
Module Coordinator	Prof. Dr. Lindstädt-Dreusicke, Prof. Dr. Wechsler
Lecturer(s)	<u>Intellectual Property, Multimedia and Internet Law:</u> Law Professors of the Bachelor degree program in Economic Law <u>Current issues in Media Economics:</u> Prof. Dr. Lindstädt-Dreusicke
Discipline	Law; Media Management and Psychology of Advertising
Applicability in other programs	Intellectual Property, Multimedia and Internet Law is also offered in the bachelor degree program „Bus. Adm. Marketing Communication and Advertising“ and as module „Marketing Law“ (LAW2300) in the bachelor degree programs „Bus. Adm. Marketing“, „Bus. Adm. Market Research and Consumer Psychology“
Pedagogical Approach	<u>Intellectual Property, Multimedia and Internet Law</u> Lectures, Case Method, Problem Method; Projects <u>Current issues in Media Economics:</u> seminar

Objectives	<p><u>Intellectual Property, Multimedia and Internet Law:</u> Legal Expertise Students ...</p> <ul style="list-style-type: none"> - acquire know-how about the nature, rationale and structure of intellectual property rights, multimedia and Internet law and learn the various intellectual property rights - know the foundations and essentials of how to protect intellectual property rights (patents, utility models, designs, trademarks) in national, European and international legal systems - know and understand the international implications and relevance of intellectual property rights - are able to commercialize and defend intellectual property rights - have essential know how in the field of media law and deep knowledge in the area of competition law <p>Critical Thinking and Analytical Skills Students will be enabled to apply legal rules to the facts of different cases, i.e. to learn how to think legally in relation to issues and facts and how to solve cases by applying legal methodology. They will get to know models and methods of how to solve conflicts and will master the very specific way of thinking legally. Furthermore, students will develop a critical way of thinking about intellectual property and personality rights in media management. They will also learn how to work on legal aspects of strategic decisions in business projects.</p> <p>Ethical Awareness Students learn how to identify the economic and ethical dimension of legal issues in intellectual property law as well as multimedia and Internet law. They understand the relevance of ethical issues for finding and defining legal solutions. Students learn how law can provide ideas and how it can incentivize innovation.</p> <p>Communication Capabilities Students study the various forms of intellectual property rights and multimedia and internet law (patent document, trademark law, registered design etc.) and learn how to communicate with lawyers. Furthermore, they will learn to solve legal problems and cases by applying the methodology of writing legal opinions.</p> <p><u>Current issues in Media Economics:</u> The students gain knowledge in the structure and systematic of the German and international media law. They are familiar with the copyright and trademark law as well as the main idea of competition law. The students get to know the essential laws and regulations in cyber law and data protection law. They have an understanding of intellectual property and personal rights in the media.</p> <p>The students are familiar with current developments and challenges taking place in the media industry. This course primarily aims at consolidation and enlargement of knowledge in the respective field.</p>
Content	<ul style="list-style-type: none"> • Overview over the various intellectual property rights • Introduction to <ul style="list-style-type: none"> ○ Patent Law and Utility Model Law ○ Design Law ○ Trademark Law

	<ul style="list-style-type: none"> ○ Copyright Law ○ Competition Law ● Overview over the structure, dogmatics and substance of multimedia law, data protection law and Internet law, inter alia, domain law and the law of electronic commerce ● Topical issues in intellectual property law, multimedia law and Internet law with particular focus on their relevance for media management ● Current issues in Media Economics
Relation to other Modules	Intellectual Property, Multimedia and Internet Law: Foundations are degree program specific courses of the 3rd semester as well as all law courses.
Literature	<p><u>Intellectual Property, Multimedia and Internet Law</u></p> <ul style="list-style-type: none"> – Branahl: Medienrecht, eine Einführung, Wiesbaden, Springer – Eisenmann/Jautz: Grundriss Gewerblicher Rechtsschutz und Urheberrecht, C.F. Müller Verlag, Heidelberg – Ensthaler: Gewerblicher Rechtsschutz und Urheberrecht, Springer Verlag, Berlin/Heidelberg – Fechner: Medienrecht, UTB, Stuttgart – Götting/Hubmann: Gewerblicher Rechtsschutz, CH. Beck Verlag, München – Haug, Grundwissen Internetrecht, Kohlhammer – Lettl, Urheberrecht (Grundrisse des Rechts), CH. Beck Verlag, München <p>Ohly, Fälle zum Schwerpunkt Geistiges Eigentum, CH Beck Verlag, München - Jeweils in der neusten Auflage -</p> <p>The literature to „Current issues in Media Economics“ will be announced according to the course subject in each semester.</p>
Workload	<p><u>Intellectual Property, Multimedia and Internet Law:</u> 150 hours, thereof 60 hours in classroom and 90 hours self study</p> <p>Current issues in Media Economics: 1 x 15 SWS = 15 SWS attendance time, plus 75 h for preparation and wrap-up, self-dependent literature studies, working on case studies, composing presentation/report.</p>
Additional Remarks	The module is blocked in the 7th semester within the first 6 or 7 weeks of the term.
Keywords	competition law, copyright law, patent law, data protection law, trademark law, internet law, design law, multimedia law, media law, media economics, media law
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