Module/Course Description/Syllabus

Module:	Communication Project			
Module courses:	Communication Project			
Course Title:	Communication Project			
Recommended alternative module or courses:				
Course of studies:	Information Management and Corporate Communications (IMUK)			
HISinOne Code:	2250400			
Study Cycle:	◉ first	○ second	○ third	○ short
Frequency:	○ winter term	○ summer term	◉ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Andrea Kimpflinger			
Lecturer/s:	Prof. Andrea Kimpflinger, others (see current university calendar)			
Type of course:	○ optional	◉ compulsory		
Mode of delivery:	Face-to-face, group work			
Language of Instruction:	◉ English	○ German	**Level of course:**	5th semester
Teaching Methods:	Group Project Assignment		**Volume:**	hours per semester week: 04

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	60	60	30	
			ECTS-Credits:	05
Number of Participants:	70		**Length of programme:**	1 semester
Use for other studies:	Marketing, Communications			

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Prerequisites:	Skills acquired in the modules “Business Studies I“ and “Business Studies II“, “Design“, “Marketing Communication I“ and “Marketing Communication II“ and “Corporate Communicati
	Recommended previous knowledge: design (Adobe Creatice Suite) and / or text writing and / or social media
Learning outcomes:	Within the course “Communication Project“ all skills from the various modules of the previous semesters are applied: Conception, topic, writing and editing text, designing, selling advertising space, supervising the production, and marketing will be required to realize the project. The students will: • work in independent teams on a corporate communication project, from concept to production • define milestones and intermediate steps and document and present them • present the result of the project
Content:	Depending on the subject, alternating each semester; e.g. producing the magazine “Breitseite“.

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Examination Regulations:	
Assessment methods/ components:	Exam: Project report and presenting the results
Assessment criteria:	Marks 1.0-1.4-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterized by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. The fail grade may be a result of insufficient preparation, of inattention to assignment guidelines or lack of academic ability. A frequent cause of failure is lack of attention to subject or assignment guidelines.
Planned learning activities and teaching methods:	Media: Projector/PowerPoint, Teaching material: specific lecture notes, professional articles from economic and other media magazines

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Required reading and other learning resources/tools:	
Recommended reading and other learning resources/ tools:	Depending on the subject assigned, students will be allocated literature while they are introduced to the project
Document Version:	1
Document Date:	12.11.2017
Document was created by:	Prof. Andrea Kimpflinger
Valid from:	
Updated:	**by**
Additional information:	