Module/Course Description/Syllabus

Module:	Media Management and Content Production in the Digital Ag			
Module courses:	Media Management in the Digital Age			
Course Title:	Media Management in the Digital Age			
Recommended alternative module or courses:	-			
Course of studies:	Master International Corporate Communications and Media Management (ICCMM)			
HISinOne Code:	2610200			
Study Cycle:	◯ first	◉ second	◯ third	◯ short
Frequency:	◯ winter term	◉ summer term	◯ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Dr. Barbara Brandstetter			
Lecturer/s:	Prof. Dr. Barbara Brandstetter			
Type of course:	◯ optional	◉ compulsory		
Mode of delivery:				
Language of Instruction:	◉ English	◯ German	**Level of course:**	1st semester
Teaching Methods:	Lecture		**Volume:**	hours per semester week: 03
	Case Studies			
	Group Work & Presenations			

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	60	60	60	
			ECTS-Credits:	06
Number of Participants:	30		**Length of programme:**	1 semester
Use for other studies:	Media Management Corporate Communication Strategy			

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Prerequisites:	Bachelor degree with 210 ECTS and results of 2.3 or better A minimum of 30 ECTS in communication modules
Learning outcomes:	The students will have an advanced understanding - of the main theories in media managment - of changes in media consumption - of different business models in media industries - of relevant players in the media industries - of platform economies The students will know - how to develop business ideas for specific target groups - how to create multimedia stories for online and mobile - how to choose the best media for telling compelling stories on multiple platforms - how to use social media to distribute content
Content:	This course aims to introduce students to basic theories of media management. In the course students will discuss different case studies and develop their own business idea for the media industry. Students will learn how to conceptualize and create multimedia stories for online an mobile devices and how to choose the best media for telling compelling stories on multiple platforms.

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Examination Regulations:	Term paper and presentations Candidates need to achieve >50% of the maximum points in order to succeed
Assessment methods/ components:	Portfolio and/or presentations 1. Application of tools and assessment criteria on media business cases 2. Adaptation of research methods 3. Presentations 4. Term paper
Assessment criteria:	
Planned learning activities and teaching methods:	Specific lecture notes / e-learning / tests on Moodle Interactively developed content via whiteboard Case studies Group work; media training in the media lab Specific lecture (International Journal on Media Management, Journal of Media Business Studies, Reuters Institute, Niemanlab...)

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Required reading and other learning resources/tools:	Küng, Lucy: Strategic Management in the Media. London: Sage, 2017
	Küng, Lucy: Innovators in Digital News. London: I. B. Tauris, 2016
	Wirtz, Bernd: Media and Internet Management. Wiesbaden: Springer Fachmedien, 2011
	Picard, Robert & Wildman, Steven: Handbook on the Economics of the Media.Cheltenham: Edward Elgar Publishing Limited, 2015
	Journal of Media Business Studies - Taylor & Francis Online
Recommended reading and other learning resources/ tools:	International Journal on Media Management - Taylor & Francis Online
	Doyle, Gillian: Unterstanding media economics. London: Sage Publications, 2013
	Picard, Robert: The Economics and Financing of Media Companies. Fordham University Press, 2011
	Harrower, Tim: Inside Reporting. New York: McGraw-Hill, 2013
	Lambert, Joa: Digital Storytelling. New York: Routledge, 2013
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Additional information:	