Module/Course Description/Syllabus

Module:	Methods of Communication and Media Research			
Module courses:	Methods of Communication and Media Research			
Course Title:	Methods of Communication and Media Research			
Recommended alternative module or courses:	-			
Course of studies:	International Corporate Communication and Media Management			
HISinOne Code:	2610500			
Study Cycle:	○ first	◉ second	○ third	○ short
Frequency:	○ winter term	◉ summer term	○ each semester	
Language competence Level: ☐				
Responsible for the Module/Course:	Prof. Dr. Stefanie Schöberl			
Lecturer/s:	Prof. Dr. Stefanie Schöberl			
Type of course:	○ optional	◉ compulsory		
Mode of delivery:	Face-to-face, self studies, E-Learning			
Language of Instruction:	◉ English	○ German	**Level of course:**	1st semester
Teaching Methods:	Lectures, exercises, projects		**Volume:**	hours per semester week: 03

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	45	65	70	
			ECTS-Credits:	06
Number of Participants:	20		**Length of programme:**	1 semester
Use for other studies:				

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Prerequisites:	none
Learning outcomes:	The students will acquire • specialised knowledge in the process of empirical research consisting of desk research, finding an appropriate research question, deriving hypotheses, determining samples and survey methods, • specialised problem-solving skills in designing a real-life study depending on the research question, • advanced skills in data analysis, statistical testing and drawing the correct conclusions and as a result deriving appropriate recommendations for action.
Content:	This course provides a comprehensive understanding of qualitative and particularly quantitative empirical methods which are appropriate to do research on communication and media behaviour. In detail this course deals with the following issues: • Generating hypotheses • Research Methods of Survey and Observation • Survey: Construction of standardized questionnaires, Determining the sample size and structure; selecting the appropriate survey method • Observation: Web analytics as an instrument for business and market research as well as performance measurement • Analysis of data with statistical software (SPSS) • Statistical tests of the data • Interpretation of the results and deriving recommendations for action.

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Examination Regulations:	Term papers and presentations
Assessment methods/ components:	Tutorial participation (ongoing) 20% Term paper (week 12): 60% Final presentation (week 13): 20%
Assessment criteria:	High Distinction 85-100 Outstanding or exemplary performance in the following areas: artifact quality; developement process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject. Distinction 75-84 Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas. Credit 65-74 Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment. Pass 50-64 Usually awarded to students whose performance meets the requirements set for work provided for assessment. Fail 0-49 Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.
Planned learning activities and teaching methods:	Lectures Project work Exercises

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Required reading and other learning resources/tools:	Wrench, J., Thomas-Maddox, C., Peck Richmond, V., McCroskey, J.C.: Quantitative Research Methods for Communication: A Hands-On Approach, New York 2012
Recommended reading and other learning resources/ tools:	Creswell, J.W.: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition, Thousand Oaks/London/New Delhi 2013
	Neuman, W.L.: Social Research Methods: Qualitative and Quantitative Approaches, 8th Edition, New York 2013
	Hair, J. F., Black, W., Babin, B., Anderson, R. und Tatham, R.: Multivariate Data Analysis, 7th Edition, Upper Saddle River (NJ) 2013
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