

Module/Course Description/Syllabus

Module:	Research Project			
Module courses:	Research Project			
Course Title:	Research Project			
Recommended alternative module or courses:				
Course of studies:	Master International Corporate Communications and Media Management (ICMCM)			
HISinOne Code:				
Study Cycle:	<input type="radio"/> first	<input checked="" type="radio"/> second	<input type="radio"/> third	<input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester	
Language competence Level: <input checked="" type="checkbox"/>				
Responsible for the Module/Course:	Prof. Dr. Ulrike Reisach			
Lecturer/s:	Prof. Dr. Ulrike Reisach			
Type of course:	<input checked="" type="radio"/> optional	<input type="radio"/> compulsory		
Mode of delivery:				
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course:	8th semester
Teaching Methods:	Lecture		Volume:	hours per semester week <input type="text" value="03"/>
	Research, Group work and Presentations			
	Discussion and coaching for project examples			
Work parameters:	Contact hours in lecture form	Excercises (hours)	Self-studies (hours)	All together (hours)
	<input type="text" value="10"/>	<input type="text" value="50"/>	<input type="text" value="55"/>	<input type="text"/>
				ECTS-Credits: <input type="text" value="03"/>
Number of Participants:	<input type="text" value="10"/>		Length of programme:	<input type="text" value="1 semester"/>
Use for other studies:	Media Management Media Design and Production			

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<p>Prerequisites:</p>	<table border="1"> <tr> <td>Bachelor degree with 210 ECTS and results of 2.3 or better</td> </tr> <tr> <td>A minimum of 30 ECTS in communication modules</td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> <tr> <td> </td> </tr> </table>	Bachelor degree with 210 ECTS and results of 2.3 or better	A minimum of 30 ECTS in communication modules				
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<p>Learning outcomes:</p>	<p>Students will be able to</p> <ul style="list-style-type: none"> • Analyze and assess practical examples of international research topics in the fields of communication and media management • Investigate stakeholder interests and financial sources of publications and media products • Recognize future impacts through forecasting and scenario techniques • Identify upcoming issues/ trends in different societies/markets • Effectively identify challenges and opportunities for international communication • Develop constructive relationships with team members, divergent opinions and approaches • Produce compelling multimedia content for different target groups • Organize themselves and their tasks in media production • Use different media channels to distribute their research outcomes / projects / ideas 						
<p>Content:</p>	<ol style="list-style-type: none"> 1. Research practice 2. Content/financial source analysis 3. International stakeholder interests/media usage/perceptions 4. Forecasting and scenario techniques 5. Text production <p>Examples for Research Projects and Content Production:</p> <ul style="list-style-type: none"> • Privacy settings in social media • Sponsored content and research funding • Independent research and balanced content • Potential risks such as biases, disinformation, virality and polarization 						

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<p>Examination Regulations:</p>	<p>Presentation/Portfolio of media production</p> <hr/> <p>Candidates need to achieve >50% of the maximum points in order to succeed</p> <hr/> <p>Candidates need to transfer and apply their knowledge to communication cases</p> <hr/> <p>Candidates need to produce compelling multimedia content in order to promote their projects / business ideas / research results</p> <hr/>
<p>Assessment methods/ components:</p>	<p>Portfolio and/or presentations</p> <ol style="list-style-type: none"> 1. Application of tools and channels 2. Creation of a multimedia story based on research and target-group understanding 3. Adaptation of design and style to purpose and target groups 4. Convincing messages (content, appropriate wording and designs) that address audiences in specific societies and internationally
<p>Assessment criteria:</p>	<p>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 characterised 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. The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Specific lecture notes and visualizations via data projector / Lecture Slides & Zoom</p> <hr/> <p>Interactively developed content via whiteboard/flip chart /</p> <hr/> <p>Selected webpages/videos/cases on international communication cases/issues provided on the university's e-learning platform</p> <hr/> <p>Group work and classroom interaction; discussion/dialogue on cases/presentations</p> <hr/>

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<p>Required reading and other learning resources/tools:</p>	<p>Gershon, R.A. (2017) Digital Media and Innovation: Management and Design Strategies in Communication http://dx.doi.org/10.4135/9781483399836</p> <p>Gregory, W. J. (1994). Critical Appreciation: Thinking, Speaking and Acting Critically, in B. Brady and L. Peeno (eds.) New Systems Thinking and Action for a New Century, International Society</p> <p>Miller, Carolyn Handler (2014): Digital Storytelling. Burlington: Focal Press</p>
<p>Recommended reading and other learning resources/ tools:</p>	<p>Reuters institute for the study of journalism (reutersinstitute.politics.ox.ac.uk)</p> <p>Niemanlab (niemanlab.org)</p> <p>DataEthics.EU</p>
<p>Document Version:</p>	<p>1</p>
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<p>Document was created by:</p>	<p>Prof. Dr. Ulrike Reisach</p>
<p>Valid from:</p>	<p>22.01.2024</p>
<p>Updated:</p>	<p>22.01.2024 by Ulrike Reisach</p>
<p>Additional information:</p>	<p>2x3h Presence + 5x3h Zoom</p>