

Module		Media Competence
Module Number	1428	
Exam Number	1428	
Course Frequency	Summer Semester	
Duration	1 Semester	
Contact Hours per Week	4	
Teaching and Learning Forms	Seminar	
ECTS Credit Points	5	
Workload	125 hours	<ul style="list-style-type: none"> <li>- Attendance time in courses: 56 hours</li> <li>- Self-study: 69 hours</li> </ul>
Language	English	
Course Responsibility	Luis Noschang	
Prerequisites for Participation	None	
Content	<p>Media Competency starts with a review of Marketing Mix with focus on Promotion and Advertising. After that, the students will learn how to conceptualize and implement an offline media plan for an advertising campaign.</p> <ul style="list-style-type: none"> <li>- Marketing Mix</li> <li>- Advertising</li> <li>- Media Plan</li> <li>- Briefing and target market</li> <li>- Agencies</li> <li>- Audience Measurements</li> <li>- Software and online platforms for media planning</li> <li>- Sustainability in Advertising</li> <li>- Different types of media <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Cinema</li> <li>- Print</li> <li>- OoH</li> </ul> </li> </ul>	
Target Competencies	<p>The students are able to plan and use media campaigns for companies and brands effectively, as well as understand processes of media agencies. Especially recognizing the advantages and</p>	

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	<p>disadvantages of each medium and different vehicles in the media mix to be able to create a campaign strategy that fits the defined target market.</p> <p>This module thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Knowledge and understanding</li> <li>- Use, application and creation of knowledge</li> </ul>
<b>Examination and Course Achievement</b>	The primary form of examination is the project work.
<b>Basic Literature</b>	<p>Katz, Helen (2016): The Media Handbook. (6th Edition). T&amp;F Archive.</p> <p>Kelley, Larry D.; Sheehan, Kim B. (2015): Advertising Media Planning. (4th Edition). Routledge.</p> <p>Sissors, Jack Z.; Baron, Roger (2010): Advertising Media Planning. (7th Edition). McGraw-Hill Education.</p> <p>Various articles provided on semester basis</p>