

Course		Media Competence
Course 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"> - Attendance time in courses: 56 hours - Self-study: 69 hours 	
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"> - Marketing Mix - Advertising - Media Plan - Briefing and target market - Agencies - Audience Measurements - Different types of media <ul style="list-style-type: none"> - Radio - TV - Cinema - Print - OoH 	
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 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 course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications</p>	

Course	Media Competence
	<p>(HQF) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge
<p>Examination and Course Achievement</p>	<p>The primary form of examination is a project work.</p>
<p>Basic Literature</p>	<p>Katz, Helen (2016): The Media Handbook. (6th Edition). T&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>