

Stuttgart Media University

Course Catalog Online Media Management

No.	Course Title	ECTS	Page
737077	Introduction to International Business	3	2
337079	Online Marketing I <i>consists of:</i> <ul style="list-style-type: none"> - <i>Introduction to Online Marketing</i> - <i>Cross-media Marketing</i> 	5	3-4
337074	Multimedia Storytelling	5	5
337087	Media Production <i>consists of:</i> <ul style="list-style-type: none"> - <i>Multimedia Fundamentals</i> - <i>Media Production</i> 	5	6-7
737062	Leadership & Management	5	8
337095	Strategic Management <i>consists of:</i> <ul style="list-style-type: none"> - <i>Digital Transformation</i> - <i>Strategic Management</i> 	5	9-10

Introduction to International Business (337077)

Course Title	Introduction to International Business
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	737077c
Lecturers name	Dr.-Ing. Friedemann Reim
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	classrooms discussions, lectures, case studies
Total workload	90 hours
Contact hours per week	2 hours
Type of exam	Project work/Presentation
Learning outcomes	<p>At the end of this class students will:</p> <ul style="list-style-type: none"> - be able to critically appreciate the influences that guide international online businesses - acquire a profound understanding of the basic structure as well as the problem areas in the business sectors of online media (commerce, movies, audio, print, platforms, social, ...) - understand the challenges and future perspectives of different business sectors - know about competitive challenges as well as co-operations in these sectors - be able to transfer economic tools to online companies - be able to discuss business models in the industry - be able to critically examine the current position of a media company in these industries and provide recommendations for future international expansion
Abstract	<p>The course of international business aims to prepare students for decision making in companies of the Online industry.</p> <p>During this course, students will work with various case studies of different branches of the industry. National, as well as international online companies and their managerial decisions in situations of change, will be discussed. By doing so, students will apply different tools of strategic management to analyse the initial situation as well as to develop solutions for the identified problems.</p> <p>After having attended this course, students will have a good overview of different Online business sectors and their revenue models as well as a general understanding of topics like disruption in industries, repositioning, and developing new business models.</p>
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required text at the beginning of the semester.
Weblinks	

Online Marketing I (337079)

Course Title	Introduction to Online Marketing
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337079a
Lecturers name	Prof. Dr. Sarah Spitzer
Teaching language	English
Credits (ECTS)	2 ECTS
Teaching/learning methodology	classrooms discussions, lectures, case studies
Total workload	60 hours
Contact hours per week	2 hours
Type of exam	Group project (presentation & paper)/ individual paper
Learning outcomes	<p>After visiting this course, students</p> <ul style="list-style-type: none"> - can describe the change from Marketing to Digital Marketing. - can describe how the Internet influences the general structure of Industries. - can transfer established tools of strategic management to the issues of cross-media-marketing and have a general concept of strategic marketing planning in an agile cross-media environment. - can bring together different strategies for online- and offline environments. - can define the different forms of „value“ (services and goods as „values“). - know the basic concept of the consumer decision journey and its consequences on the strategic development of cross-media-marketing concepts. - have a profound survey of the requirements on market research in the online environment (CDJ, Googles ZMOT-Model, steps of online marketing research), and know relevant sources for market analysis online. - know examples for the analysis and description of target groups online (e.g. PEW Internet and American Life Project, Initiative D21 (Germany)) and can bring together different concepts of customer analysis to develop custom-fit personas for different cross-media-settings. - understand the concept of more complex indicators to measure qualitative effects like customer lifetime or brand value. - are able to describe the different elements of digital analytics concepts. - can bring together vision, objectives, and KPIs and know about the scope and limitation of means and measures. - can define the skills and challenges of professional cross-media-marketing
Abstract	The aim of this course is to sensitise students for challenges of cross-media marketing. In lectures, teamwork, and intercultural training sessions, students will learn about and experience the consequences of the digital change on our today's understanding of marketing.
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required text at the beginning of the semester.
Weblinks	

Online Marketing I (337079)

Course Title	Cross-media Marketing
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337079c
Lecturers name	Prof. Dr. Sarah Spitzer
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	Case studies, classrooms discussions, lectures
Total workload	90 hours
Contact hours per week	3 hours
Type of exam	Group project (presentation & paper)/ individual paper
Learning outcomes	<p>After visiting this course, students know the basic concept of the operative marketing mix and can develop marketing concepts for cross-media surroundings. They</p> <ul style="list-style-type: none"> - know the reasons for the extended marketing mix. - understand the impact of digital media and technology on the marketing mix. - can apply the elements of the marketing mix to an online context. - can evaluate the opportunities that the internet makes available for varying the marketing mix. - can explain the concept of the 8 Ps. - can assess the opportunities for online brand building. - know the concept of prosumer and the consequences for marketing. - understand the concept of paid, owned, earned, and shared media. - are able to consider the elements of content management that need to be planned and managed. - have an overview of the relevant platforms for digital marketing activities, for online advertising, and social media marketing - know how to plan and conduct communication campaigns, can evaluate the advantages and disadvantages of each digital media channel for marketing communications. - are able to access the suitability of different types of digital media for different purposes. - feel capable to set up a social media strategy as a part of a cross-media-marketing concept. - can explain the "service elements" in the marketing mix and know about their increased importance in the virtual value chain. - are able to set up a marketing controlling that includes the definition of main CSFs and KPIs of cross-media-marketing.
Abstract	The aim of this course is to enable students to assess and actively develop cross-media marketing concepts. In lectures, teamwork, and case study analysis, students will get to know the variety of tools and methods in today's digital marketing and learn which aspects to consider upon developing marketing concepts for different goods and services.
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required texts at the beginning of the semester.
Weblinks	

Multimedia Storytelling (337074)

Course Title	Multimedia Storytelling
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337074
Lecturers name	Prof. Dr.-Ing. Krešimir Vidačković
Teaching language	English
Credits (ECTS)	5 ECTS
Teaching/learning methodology	Lectures, classroom discussions, inquiry-based learning, project coachings
Total workload	150 hours (Lecture: 15 hrs, Analysis: 25 hrs, Conception: 30 hrs, Submissions: 80 hrs)
Contact hours per week	2 hours
Type of exam	Project work (term paper, mockup, and presentation)
Learning outcomes	After visiting this course, students will <ul style="list-style-type: none"> - understand the fundamental concepts of storytelling - know specific narrative styles in different media types - understand multimedia and interactive usage of storytelling applications - be able to concept and present their own multimedia storytelling application - improve their creative and social skills by project work
Abstract	<p>The course teaches the fundamentals of multimedia storytelling and addresses the theoretical aspects as well as the creative conception of students' own multimedia storytelling applications.</p> <p>Theoretical contents include:</p> <ul style="list-style-type: none"> - Dramaturgy and narrative structures - Fundamental elements of storytelling - Specifics of interactivity in multimedia storytelling applications - Transmedia, interactive and collaborative storytelling - Analysis of successful storytelling campaigns <p>Conceptual project work consists of:</p> <ul style="list-style-type: none"> - Conception of own multimedia storytelling application - Description of storytelling and multimedia elements - Development of simple mockup with selected media for visualisation - Presentation of results
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required text at the beginning of the semester.
Weblinks	

Media Production (337087)

Course Title	Multimedia Fundamentals
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337087a
Lecturers name	Prof. Dr.-Ing. Krešimir Vidačković
Teaching language	English
Credits (ECTS)	1 ECTS
Teaching/learning methodology	Lectures, classroom discussions
Total workload	30 hours
Contact hours per week	2 hours
Type of exam	See 337087b Media Production
Learning outcomes	<p>After visiting this course, students will</p> <ul style="list-style-type: none"> - understand the fundamentals of media productions for online media with a focus on business video - know the steps in the production process - understand the relevant theoretical filming techniques - understand the technological basics - know legal issues in media productions
Abstract	<p>This course is the theoretical part for 337087b Media Production where practical media productions are conducted. It features the following issues: - Production process and idea generation</p> <ul style="list-style-type: none"> - Dramaturgy and storytelling - Camera and shooting techniques - Lighting techniques - Editing techniques - Basic video and audio technologies - Basic video effects and visual effects - Sound design - Legal issues
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required text at the beginning of the semester.
Weblinks	

Media Production (337087)

Course Title	Media Production
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337087b
Lecturers name	Prof. Dr.-Ing. Krešimir Vidačković
Teaching language	English
Credits (ECTS)	4 ECTS
Teaching/learning methodology	Demonstration, practical lab and production work, debriefings
Total workload	120 hours
Contact hours per week	2 hours
Type of exam	Project work (media productions)
Learning outcomes	<p>After visiting this course, students will</p> <ul style="list-style-type: none"> - understand all the relevant steps in the media production process - know how to use a camera, lighting and audio equipment - know how to edit videos and integrate music and sound - understand the different roles in a production team and how they work together - be able to concept, plan and organise media productions - know how to consider legal issues in media productions - improve their creative skills by the conception of own videos and development of own production style - improve their social skills by group project work - improve their personal skills through self-organisation
Abstract	<p>This course teaches practical media productions with professional video equipment available at the university. It is based on the theoretical input from 337087a Multimedia Fundamentals and hand-on lectures with the video equipment given by tutors in small groups in the media lab. Students will work in real production teams with different roles and cover the whole media production process. They will concept and produce three video types: a photo story, a reportage with interview sequences, and a scenic production.</p>
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required text at the beginning of the semester.
Weblinks	

Leadership & Management (737062)

Course Title	Leadership & Management
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	737062
Lecturers name	Prof. Dr. Claus-Peter H. Ernst
Teaching language	English
Credits (ECTS)	5 ECTS
Teaching/learning methodology	Case studies, classrooms discussions, lectures
Total workload	150 hours Lecture = 30 hrs. Reading = 24 hrs. Discussion Preparation = 24 hrs. Presentation Preparation = 72 hrs.
Contact hours per week	3 hours
Type of exam	Individual Presentation, Group Presentation – Among other things, the project examination includes getting in touch with a digital leader and interviewing him/her about the challenges he/she has met during his/her career and how he/she mastered the challenges.
Learning outcomes	At the end of this class, students will have a comprehensive understanding of: <ul style="list-style-type: none"> - Traits and characteristics that define a great leader in our era of digitalization - Challenges of digital transformation that need to be met by digital leaders - Digital leaders' contribution to long-term success in a primarily digital business world
Abstract	Digitization is changing people and markets: it causes the upheaval of entire industries, creates new digital-centric companies, and forces established companies to cope with the transformation activities associated with these digitization processes. New management approaches and methods have to be learned and innovation activities have to be understood as continuous necessities (Kreutzer et al. 2017).
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Kreutzer et al. (2017): Digital Business Leadership: Digital Transformation, Business Model Innovation, Agile Organization, Change Management. Springer.
Weblinks	

Strategic Management (337095)

Course Title	Digital Transformation
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337095c
Lecturers name	Dr.-Ing. Friedemann Reim
Teaching language	English
Credits (ECTS)	2 ECTS
Teaching/learning methodology	Case-study based learning, classrooms discussions, lectures
Total workload	60 hours
Contact hours per week	2 hours
Type of exam	Essay, Group Project
Learning outcomes	<p>When the course is finished, the students will be able to:</p> <ul style="list-style-type: none"> - describe different roles IT can have in a company with regards to gaining competitive advantage - explain how and why technologies can change industries - identify business functions which will be impacted by digital transformation - use systematic approaches to analyse the relationship between IT and business strategy - explain the challenges of digital transformation and to suggest suitable approaches to dealing with them.
Abstract	Based on different case studies, the relationship between IT and business strategy will be analysed to understand the need for digital transformation. Digital transformation will be introduced as a complex process of change management and challenges will be identified. Approaches to deal with the complexities will be introduced and examples of successful digital transformation will be analysed.
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Several case studies. Students will be informed of required text at the beginning of the semester.
Weblinks	

Strategic Management (337095)

Course Title	Strategic Management
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	337095a
Lecturers name	Prof. Dr. Claus-Peter H. Ernst
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	Lecture, group work, presentation & discussions
Total workload	90 hours (20h teaching time, 70 hours group & individual work)
Contact hours per week	2 hours
Type of exam	Group project (presentation & paper), individual paper
Learning outcomes	<p>When the course is finished, students will be able to</p> <ul style="list-style-type: none"> - describe different views on strategy - identify suitable tools for analysis and development of strategy - analyse the business environment of a company and analyse a company from a strategic perspective - derive a strategic proposal for a company - derive steps necessary for the implication of the strategy proposal
Abstract	Introduction to concepts of strategic management and their application on a real-life example. The course is structured along with the different phases of a strategic planning process: external analysis, company analysis, strategy formulation, strategy implementation, and evaluation. You will learn about concepts and methods and develop a strategy proposal for a company. The working mode is group work and individual work.
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	Students will be informed of required texts at the beginning of the semester. - Wunder, Thomas (2016): Essentials of strategic management. Schäffer-Poeschel.
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