

# Stuttgart Media University

## Course Catalog

### Minor: International Publishing Minor (valid from Winter Semester 2019/20)

<b>Course Title</b>	<b>Cross-media Product and Innovation Management</b>
	Bachelor Level Course (Typically taken during 2 <sup>nd</sup> or 3 <sup>rd</sup> year)
Course No	722411
Lecturers name	Prof. Dr. Okke Schlüter
Teaching language	English
Credits (ECTS)	3
Teaching/learning methodology	lecture/project team work/presentations
Total workload	3 ECTS = 90 clock hours
Contact hours per week	2 teaching units (90 min.)
Type of exam	Practical work / Presentation (PP)
Learning outcomes	Students will be able to analyse crossmedia products and to design innovative (cross)media products using Design Thinking (DesignAgility)
Abstract	The convergent usage of media requires convergent products and services from publishes houses and media companies. Students therefore learn to conceive and design cross media products from the point of view of a product manager. This also requires skills in Innovation Management: students learn to use DesignAgility, the adaption of Design Thinking for the media industry. Students apply these skills to real world challenges taken from the publishing industry. They develop innovative cross media solutions which they present towards the end of the semester.
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.