

Designing Media – Current project between the Panini-Publishing House and the Stuttgart Media University (HdM)

Analysis and development of marketing strategies for the publishing industry

Since the beginning of the summer semester 2005 we have been working on the project with the goal “Analysis and development of marketing strategies for the publishing industry.” The focus of this project is the Japanese comic book style “Manga”. This area of publishing has a value of approximately 55 million euro and is currently growing the fastest in Germany.

The results of the groups “Research National/International, New Approaches and Design and Public Relations” will be presented to the publisher at the end of the summer semester 2005. Fifteen students in 4th and 6th semester studying Media and communications management or library and media management have the chance to test their knowledge and competences in a real life situation.

This project also has another advantage: upon specific request of the participating students, the entire project will be completed in English. This once again shows the dedication of our students.

To the Cooperation partners:

The Stuttgart Media University trains students in every area of multimedia. The College is the only school in all of Europe that covers every area of media technology and is known as the full-service school for the media industry. Over 3,200 students attend the College currently.

The Panini Publishing House GmbH centered in Stuttgart has been the market leader in media collections for over 25 years. These collections include Stickers, Comics, Manga and DVDs but also children and teenager magazines and books. The publishing house belongs to the Panini group which is the world leader in stickers and labels.

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