

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2021

Description of seminars

Veranstalter*in: Oliver Kempfer

Lecturer:

Titel (dt.):

Titel (engl.): Media Management (English)

Beschreibung:

Description:

Seminar language: Englisch

- Management-Models
- Management-Systems
- Strategic Business Planning
- Special Characteristics of Media Markets
- Valuen Chain Processes
- Business Models
- Media Management
- Action Levels in Medien-Management
- Performance- and Target Systems
- Media Branches
- Dual Market Attachment
- Attention-Economy

Media Products

- Film / Cinema
- TV
- Home Entertainment / VoD
- Internet
- Games
- Newspapers / Magazines
- Book
- Radio

Medien Content Management

- Acquisition-Management
- Production-Management
- Sales and Marketing
- ...

Literatur:

Literature: