# Fachbereich 9 - Medienstudiengänge
*Department 9 - Media Courses*

# Kommentar zur Lehrveranstaltung im SoSe 2022
*Description of seminars*

**Veranstalter*in:** Oliver Kempfer  
**Lecturer:**  

**Titel (dt.):**  
**Titel (engl.):** Media Management (English)

### Beschreibung:  
*Description:*
- Management-Systems  
- Management-Models in the Media Industry / Media Branches  
- Special Characteristics of Media Markets  
- Business Models in the Media Industry  
- Strategic Business Planning  
- Value Chain Processes  
- Dual Market Attachment  
- Media Management  
- Action Levels in Media-Management  
- Performance- and Target Systems  
- Attention-Economy  

### Media Branches / Industries
- Film / Cinema  
- TV  
- Home Entertainment / VoD  
- Internet  
- Games  
- Newspapers / Magazines  
- Book  
- Radio

### Media Content Management
- Acquisition-Management  
- Production-Management  
- Sales and Marketing  
- …

### Please note:
In modul 7/C.2 **attending sessions is obligatory**. Students are allowed to miss two sessions unexcused, about further absences the lecturer has to be informed. This has to do with limited capacities in this modul.

### Literatur:  
*Literature:*