

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: