

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WS 2020/21

Description of seminars

Veranstalter*in: Dr. Cornelia Driesen

Lecturer:

Titel (dt.):

Titel (engl.): Mediapractise 2021 becomes international - Events management of an internationally oriented program item

Seminar language is English

Additional dates in March and April for event organization and execution

Description: The goal of this practical seminar is to integrate an internationally oriented program item into the "Mediapractise 2021"-event, which should take place in the first week of SoSe 2021. "Mediapractise" are the established information days by students for students to network with the media economy. In recent years, students have been able to inform themselves primarily about the regional job market through a varied program and get to know their future employers through a variety of event formats. Through this practical seminar, at least one program item should be conceived, organized and carried out for the target group of international students. For this purpose, we will first deal with the basics of project and event management and will start immediately with the events management. A special focus will be on the use of digital event formats as well as the international orientation.

The seminar will begin in December and continue into April.

The examination performance includes the responsible execution of a program item during Mediapractise 2021 as well as the submission of current project reports.

Literature: Kennell, J.; Abson, E., Wilde, N. & Bladen, C. (2012). Events management. London: Routledge.

Raj, R., Walters, P. & Rashid, T (2009). Events management. Los Angeles: Sage.