

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WS 2021/21

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

in englischer Sprache

Description:

In this practical seminar, we will deal with the basics of project and event management and apply them immediately in the course of planning and implementing the traditional Media Practice Week 2022. The goal of this practical seminar is to integrate an internationally oriented program item into the Event "Mediapractise Week 2022. The event "Mediapractise Week" is the established information week which is organized by students for students to network with the media and communication 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. The examination performance includes the responsible planning and implementation of a program item during Mediapractise 2022 as well as the submission of current project tasks.

The examination performance includes the responsible planning incl. the monthly status reports as well as the implementation of the Media Practice 2022.

Attention: The seminar takes place during the semester from October to January as well as during the lecture-free period in February & March on individual dates until the implementation of the Media Practice Week 2022 in April (see scheduling).

Seminar Credit Points 3 CP.

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.