

## Fachbereich 9 - Medienstudiengänge

*Department 9 - Media Courses*

### Kommentar zur Lehrveranstaltung im WiSe 2022/23

*Description of seminars*

**Veranstalter\*in:** Christian Katzenbach

*Lecturer:*

**Titel (dt.):**

**Titel (engl.):** Marketing and Communication for the MA Program Digital Media and Society

(immer

angeben)

**Beschreibung:**

*Description:*

The MA program "Digital Media and Society" is positioned to be of interest to international BA candidates within and beyond media and communication studies. Yet, the public communication and marketing of the study program shall be improved in order to promote its visibility and attraction to applicants.

Against this background, we will firstly research how BA candidates inform themselves and take decisions about MA programs. We will secondly screen the market of similar and potentially competing MA programs, and understand their communication activities in order to identify best-practices. Building on that, we will finally produce communication and marketing material for the MA program such as copyediting and visuals for the website and social media posts.

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**Please note:**

In module 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 module.

**Literatur:**

*Literature:*