



## Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

### Kommentar zur Lehrveranstaltung im SoSe 2026

Description of seminars

**Veranstalter\*in:** Prof. Dr. Christian Katzenbach

*Lecturer:*

**Titel (dt.):**

**Titel (engl.):** KMW6-B Networking Students and Media Professionals

(immer  
angeben)

#### **Beschreibung:**

*Description:*

Professional networking is widely regarded as a key factor for career success, especially in competitive and fast-changing fields such as journalism, strategic communication, film, and digital media. While we as a university provide theoretical knowledge, methodological training, and room for experimentation, the transition from campus to newsroom, agency, production company, or regulatory institution often depends on informal structures: contacts, mentoring, insider knowledge, and visibility.

Many ZeMKI graduates have successfully entered the media industries – yet structured and sustainable exchange between current students and alumni working in the field often remains sporadic. What are measures that promise to create meaningful, lasting networks? What formats genuinely benefit both students and media professionals? And how can such initiatives be designed, implemented, and evaluated in a strategic and sustainable way?

In this practice-oriented seminar, we will approach these questions by combining research, concept development, and hands-on implementation. In the first phase of the seminar we will analyse best practices in alumni relations and survey current students and alumni to better understand needs and options for networking activities. Based on this analysis, students will work in the second phase in small project teams to design concrete networking measures such as mentoring programs, live or digital networking events, editorial workshops, alumni databases, or cross-generational project collaborations—and assess their feasibility and impact.

**Please be aware of the absence rules in this module due to specific practice orientation and limited capacity.**

#### **Literatur:**

*Literature:*

*Will be provided in Stud-IP*