

<b>Modul-Nr./ Module-Code</b>	<b>BMSB6100</b>
<b>Modulbezeichnung / Module title</b>	<b>Intercultural Media Analysis</b>
Semester or Trimester	5 <sup>th</sup>
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (winter semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Advertising and other communication media used by companies form an integral part of consumers lives. Understanding the processes is not only essential to sound business management. In an international business setting, it is also important to understand the influence of culture and other factors on communication decisions, and how these challenges can be dealt with in practice. Special emphasis is placed on theories practices in Europe and in the Baltic Sea region.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge &amp; Understanding:</u> Students are supplied with the necessary theoretical background to understand the processes involved in media decisions, with a particular emphasis on how practical decisions are reached. On this basis, the influence of culture on company communications is analyzed. A suitable culture model is offered in order to reach a structured understanding of the challenges involved. By analyzing a

	<p>particular country and writing a structured analysis, students gain a thorough understanding of how these challenges can be dealt with in practice.</p> <p><u>Applying knowledge and understanding</u> Lectures, case studies, class discussions</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about issues related to international communication management.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form</p> <p><u>Learning skills</u> The module provides essential skills needed to pursue further studies with a high level of confidence and autonomy</p>
Inhalte des Moduls / Syllabus	The media landscape in different countries – communication processes - political, economic, social, technological and legal influences - appealing to consumers - cultural influences - culture models - efficiency and effectiveness - global and local communication - strategic choices.
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
Besonderes / Special Features	-
Literatur / Literature	<p>Hollensen, S., <i>Global marketing – a market-responsive approach</i>, Prentice-Hall Europe, London.</p> <p>Moriarty, Mitchell, Wood, Welles, <i>Advertising and IMC – Principles and Practice</i>, Pearson, London</p> <p>de Mooij, M. <i>Global marketing and advertising – understanding cultural paradoxes</i>, Sage Publications, London.</p>