

FOCUS GERMANY

Mass Media, Communications and Journalism



This module begins with informative and theoretical seminars (30%) in preparation for the ensuing practical activities programme (70%) which will cover practical information relating to mass media, journalism and communication. The course focuses on private media companies, public relations specialists, press-office representatives, marketing and lasts for 1-2 weeks. Participants meet up with media and communication specialists, journalists and representatives from TV and local radio. The practical experience programme also includes visits to state regulatory bodies. All groups should specify in detail their actual objectives, so that interest-groups may be combined and the best experts and most relevant organisations and ministries can be contacted in order to organise the most productive visits possible:

1. Information for students and professors – knowledge-acquisition and practical experience in the media field
2. Information for international journalists / PR experts – know-how and contact acquisition
3. Information for media organisations – international marketing and PR know-how acquisition
4. Information for potential buyers and investors – sourcing M&A candidate in culture / media / entertainment
5. Information for general business & media interests – any combination of the above and general business-contacts

Sample for 2-week Programme on Mass Media Management

Week 1 Content	Day 1: Key-note lecture by professor for media management & preparation of case study or practical research assignment	Day 2: Visit of local radio (RTL / Energy or other station), lecture on radio broadcasting management, financial management, advertising income	Day 3: Visit of "serious" local daily newspaper, talks on editorial trends, competition in the mass media industry, financial management, advertising income	Day 4: Visit of private financial media content supplier eg Bloomberg, Reuters . Talk with senior journalist or media experts	Day 5: Visit of "popular" daily newspaper, talks on editorial trends, competition in the mass media industry, financial management, advertising income
Week 2 Content	Day 6: Visits to PR agency working on international scale for cultural and event management eg MediaConsulta Visit to Media & Design Programme of Berlin University of Arts	Day 7: Visit of RBB, local state-run broadcasting concern with TV, radio, orchestra - active media/ cultural organisation e.g. including German Symphony Orchestra - innovative brand management, Q&A	Day 8: Visiting of German GEMA office, discussion on role played by state organised royalties management Visit of Media Dept of Free University Berlin	Day 9: Role played by communication media in city government, in form of local news bulletins etc. / Function of journalists in city government Visit MDH University of Media Design (private)	Day 10: Final meeting at EURASIA for practical case-study with professor, summary and discussion of all meetings and visits