

<b>Module: SE11 Media and Public Relations</b>		
<b>Exam:</b> SE11 Media and Public Relations	<b>LV.-No.:</b>	<b>ECTS-Points:</b> 5 CP
<b>Recommended Semester:</b> 4th Semester	<b>Module:</b> Mandatory	<b>Language:</b> German
<b>Responsible lecturer:</b> Prof. Dr. Stefan Krings	<b>Cycle:</b> Summer Term	<b>Registration information:</b>
<b>Lecturer in charge:</b> Prof. Dr. Stefan Krings		
<b>Learning outcomes</b>	<p>After successfully completing the module, students will be familiar with basic concepts and tools of professional media and public relations. You can transfer these to ecotrophological questions. This enables them to support the communication of an organization / company purposefully.</p> <p>Students are able</p> <ul style="list-style-type: none"> <li>• to describe specific requirements for communication in the fields of action of health and nutrition, referring to basic theories of public relations research and health communication,</li> <li>• to prepare information on the topics of nutrition and health in a way that is appropriate to the individual's needs and perceptions (focus on print and online media),</li> <li>• to define media and public relations goals according to their situation, to derive consistent messages from them and develop suitable measures.</li> </ul>	
<b>Form of exam</b>	Module exam: written exam (90 min)	
<b>Form of teaching</b>	<ul style="list-style-type: none"> <li>• Seminaric Lecture</li> <li>• Training</li> </ul>	
<b>Course contents</b>	<ul style="list-style-type: none"> <li>• Central approaches to public relations - actors, tasks, occasions, goals, dialogue groups, communication channels</li> <li>• Methods and instruments</li> <li>• Media - media usage - media impact</li> <li>• Cognitive processes of perception - Basic rules for understandable texts</li> <li>• Photos in the media and public relations</li> <li>• Development of a PR strategy</li> </ul>	
<b>Workload</b>	Presence (2 SWS): Preparation and Follow-up: Sum:	45 h 105 h 150 h
<b>Requirements</b>	Basics of communication from module G4 (Communication & Advise)	
<b>Literature</b>	Bibliographical references are given themed and task-based in the module.	