DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code			**Academic Year**		**Semester**
ICMR118			2021-2022		2
Title			**T**	**A**	**L**	**ECTS**
Innovations in Communication and Media			2	0	0	5

Language	English			
Level	**Graduate**	x	**Postgraduate**	
Department / Program	International Communication and Media Research			
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)			
Course Type	**Compulsory**		**Elective**	x
Objectives	Upon completion of the module, students will be able to understand, analyze, and evaluate the megatrend "digitization" and associated technological trends and transformation processes. They will be capable of recognizing implications for the innovation management of organizations, their internal and external communication, as well as their media products. In this context, they will be familiar with current practical application examples and developments as well as scientific findings and debates.			
Content	The module introduces the concepts and implications of the digitization of society and the digital transformation of organizations. Furthermore, changes in the strategic communication of organizations as well as in the creation, production and distribution of media content through technological innovations will be discussed and debated on the basis of the current state of research as well as innovative practical examples.			
Prerequisites	–			
Coordinator	–			
Lecturer(s)	Prof. Dr. Cornelia Wolf			
Assistant(s)	-			
Work Placement	–			

Recommended or Required Reading	
Books / Lecture Notes	Evans, S. K. (2018). Making Sense of Innovation. Journalism Studies, 19(1), 4–24. Johann, M., Wolf, C., & Godulla, A. (2021). Managing relationships on Facebook: A long-term analysis of leading companies in Germany. Public Relations Review, 47(3), 1-12. doi: 10.1016/j.pubrev.2021.102044 Posetti, J. (2018). Time to step away from the 'bright, shiny things'? Towards a sustainable model of journalism innovation in an era of perpetual change. Journalism Innovation Project. Oxford: Reuters Institute for the Study of Journalism. Reis, A.B., Coelho, A. (2018). Virtual Reality and Journalism. A gateway to conceptualizing immersive journalism, Digital Journlism, 6(8), pp. 1090-1100. https://doi.org/10.1080/21670811.2018.1502046

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Sebastian, I.M., Ross, J.W., Beath, C., Mocker, M., Moloney, K.G., & Fonstad, N. O. (2017). How Big Old Companies Navigate Digital Transformation, MIS Quaterly Executive, 16(3), pp.197-213.

Túñez-López J.M., Toural-Bran C., Frazão-Nogueira A.G. (2020) From Data Journalism to Robotic Journalism: The Automation of News Processing. In: Vázquez-Herrero J., Direito-Rebollal S., Silva-Rodríguez A., López-García X. (eds) Journalistic Metamorphosis. Studies in Big Data, vol 70. Springer, Cham. https://doi.org/10.1007/978-3-030-36315-4_2

Wiencierz, C., & Röttger, U. (2017). The use of big data in corporate communication. Corporate Communications: An International Journal, 22(3), pp. 258-272. https://doi.org/10.1108/CCIJ-02-2016-0015

Other Sources	–

Additional Course Material

Documents	–
Assignments	–
Exams	–

Course Composition

Social Sciences		100%
Natural Sciences		%
Engineering Sciences		%
Expert Knowledge		%

Assessment

Activity	Count	Percentage (%)
Midterm Exam		
Quiz		
Assignments		
Attendance	14	10
Recitations	2	30
Projects	1	60
Final Exam		
Total		**100**

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	14	2	28
Assignments			
Presentation / Seminar Preparation	2	8	16

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Midterm Exam			
Recitations	2	14	28
Laboratory			
Projects	1	50	50
Final Exam			
Total Work Load			150
ECTS Points (Total Work Load / 30)			5

Learning Outcomes	
1	Understand, analyze and evaluate digitalization and associated trends
2	Comprehend implications for innovation management, communications and products of media companies
3	Knowledge of practical applications and developements as well as scientific findings and debates
4	Die Studierenden sind in der Lage, auf der Basis von Anwendungbeispielen aus der Praxis allgemeine Merkmale von Trends herauszuarbeiten und Forschungsfragen zu entwickeln.

Weekly Content	
1	Introduction
2	Digitalization – a mega trend
3	Internet and Digital Culture
4	Digital Transformation
5	Digital Business Models
6	Social Networks I
7	Social Networks II
8	Content I
9	Content II
10	Virtual Reality I
11	Virutal Reailty II
12	Big Data & AI I
13	Big Data & AI II
14	Wrap up & Feedback

Contribution of Learning Outcomes to Program Objectives (1-5)						
	P1	**P2**	**P3**	**P4**	**P5**	**P6**
1	5	1	4	4	5	5
2	5	1	4	4	5	5
3	5	3	4	4	5	5
4	5	3	4	4	5	5
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High					

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https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=6028	
Compiled by:	Prof. Dr. Cornelia Wolf
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