



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

Journalism and Public Relations



A department introduced

Welcome to the Westphalian University of Applied Sciences



Studying abroad is an instructive, exciting and unique experience, which will help you in the job market but also teach you a lot of life experience.

A great place to spend your semester abroad is the Westphalian University of Applied Sciences Gelsenkirchen. It has three different locations (Gelsenkirchen, Bocholt, Recklinghausen), where you have a variety of study opportunities.

The college was the first German college which was honored by the UNESCO (in 2005) and has now (15.03.2016) about 9.072 students in over 50 different courses of study.

In this brochure you get to know the course of "Journalism and public relations" (JPR). It is taught at the campus of Gelsenkirchen. The campus of Gelsenkirchen is located in Gelsenkirchen-Buer and surrounded by beautiful and green landscape.

This guide shows you the course of JPR, the professors and instructors with professional experience, the different lectures and exams. It will also be

helpful for your first days at the Westphalian University of Applied Sciences Gelsenkirchen, because it shows you how to use the library, install the WLAN and basic things like that.

Furthermore you will get to know the city of Gelsenkirchen: the housing market, party locations, central tram and bus stations and everything you need to know to have an easy start in a foreign country and a great semester abroad.



The institute of Journalism and Public Relations

This young and dynamic institute offers the same named Bachelor-course, which is unique throughout Germany as well as the Master-course of Communication management.

The institute of Journalism and Public Relations, also simply called JPR, was founded in 2005 at the Westphalian University of Applied Sciences Gelsenkirchen. Since 2015 it also offers a Master-course of Communication management.

Previously, the course was named Journalism and Technique-Communication. This course was initiated in 2000 and from then on developed continuously to the now known course of JPR with its unique characteristics.

The institute of JPR is a very familiar and individual one. At the moment eight professors are teaching about 250 students in different semesters. In comparison some courses at different universities for example jurisprudence or economics have more than 250 students in one semester. So the support by the professors is very individual and it helps you to find and develop your strengths throughout your studies. Furthermore a lot of lecturers with practical experience are teaching in a variety of courses and there are practical projects with real cooperation partners. Because of that you will not only learn the theory but also a lot of practical skills, which you will need at your future job.

The students of JPR have a lot of different chances to spend a semester abroad. That is because the institute has a lot of very good contacts to universities all over the planet. It has more than a dozen partner schools, for example in Malta or Ireland. The cooperation with the Juniata College in Huntingdon, Pennsylvania is a very special one: Here the exchange students can make a double degree. Responsible for the foreign relations is Professor Rainer Janz, whom you get to know in the following chapter.

A unique combination

The combination of Journalism and Public Relations is a very special one, which you cannot study anywhere else in Germany.

The Bachelor-course „Journalism and Public Relations“ combines two different types of education, which were not taught together before:

The education as a journalist and the education as a Public Relation Expert.

During your studies you will learn that in practice there is some overlapping between Journalism and Public Relations, but also that the interests of journalists and PR-experts can differ a lot.

This unique combination gives the students a wide communicative basis and heightens their competitiveness and flexibility considerably.

Facts about the Bachelor-course

Type of course: vocational preparation (first-degree)

Number of terms prescribed for the completion of a course: 6 semesters

Final certification: Bachelor of Arts (B.A.)

Capacities: 73 students a year

Beginning: yearly with the beginning of the winter semester

Conditions of admission: - National Vocational Qualification

- numerus clausus (winter semester 2015/2016: 2,3)

- waiting period (winter semester 2015/2016: 6 semesters)

- six-week practical course

Application: on the website of the Westphalian University of Applied Sciences Gelsenkirchen, deadline for application: 15. July



A job market with a **high potential**



The job market for journalists and PR-experts has grown continuously for the past decade.

In Germany we have at least 100.000 full-time journalists and PR-experts at the moment.

For several years the job market for journalists and PR-experts has been undergoing a period of change. The online media has gained in influence and reach, while the number of copies and the importance of print products have fallen.

Although a lot of print media were closed, the number of full-time journalists has risen from 60.000 to 70.000 in the past ten years. Despite a decrease in the number of copies, newspapers and magazines will offer the most periods of training in the years ahead and will therefore be the main entrance into journalism for most of the college graduates.

But journalists cannot count on a completely seamless career, where they are permanently employed by one media. For sure, the proportion of freelancers will rise in comparison to the permanent employees. Also the number of women in this sector will grow in the following years.

For PR-experts the actual trend is very positive. The entrance into the profession of PR-experts is

very straightforward: Trainees are always welcome, in particular if they have an excellent and practical education, such as the JPR-graduates. The transition into undated and well paid full-time employment is not that easy any more. Especially in big enterprises, where PR is a part of the marketing, the competition by specialized graduates in business management is increasing. Enterprises with a separate communications unit, associations, administrations and non-profit-organizations preferentially recruit employees with Know-how in the field of journalism and PR.

A fastidious job

The job outline of journalists and PR-experts has become more technical, more complex and more holistic. They have to accomplish more and more tasks such as investigation, writing, editing and creating appealing layouts. PR-experts also have to be able to conceive and carry out campaigns.

Journalists and PR-experts have to be familiar with social networks and they have to be able to write search engine optimized texts. They need technical user expertise and Know-how in the control of editorial units: costs-, personnel-, quality management and editorial marketing are becoming main fields of this fastidious job.

Study content

The studies of JPR impart knowledge in the fields of professional expertise, methodological skills, individual and social competence.

Professional expertise

The students acquire specialized skills in the sectors journalism, PR, communications theory, media landscape, media law, economies, technology, technical terminology in foreign languages and software.

Methodological skills

The methodological skills will be enhanced in the lectures of Writing Lab, Research, Empirical Methods, Studying Techniques, Project management, Presentation Techniques and Media Production.

Individual and social competence

Every course supports the ability of self-study, independence, communication skills as well as cooperation skills and team spirit. From the beginning the

students have to solve practical problems in independent teams.

The key to success

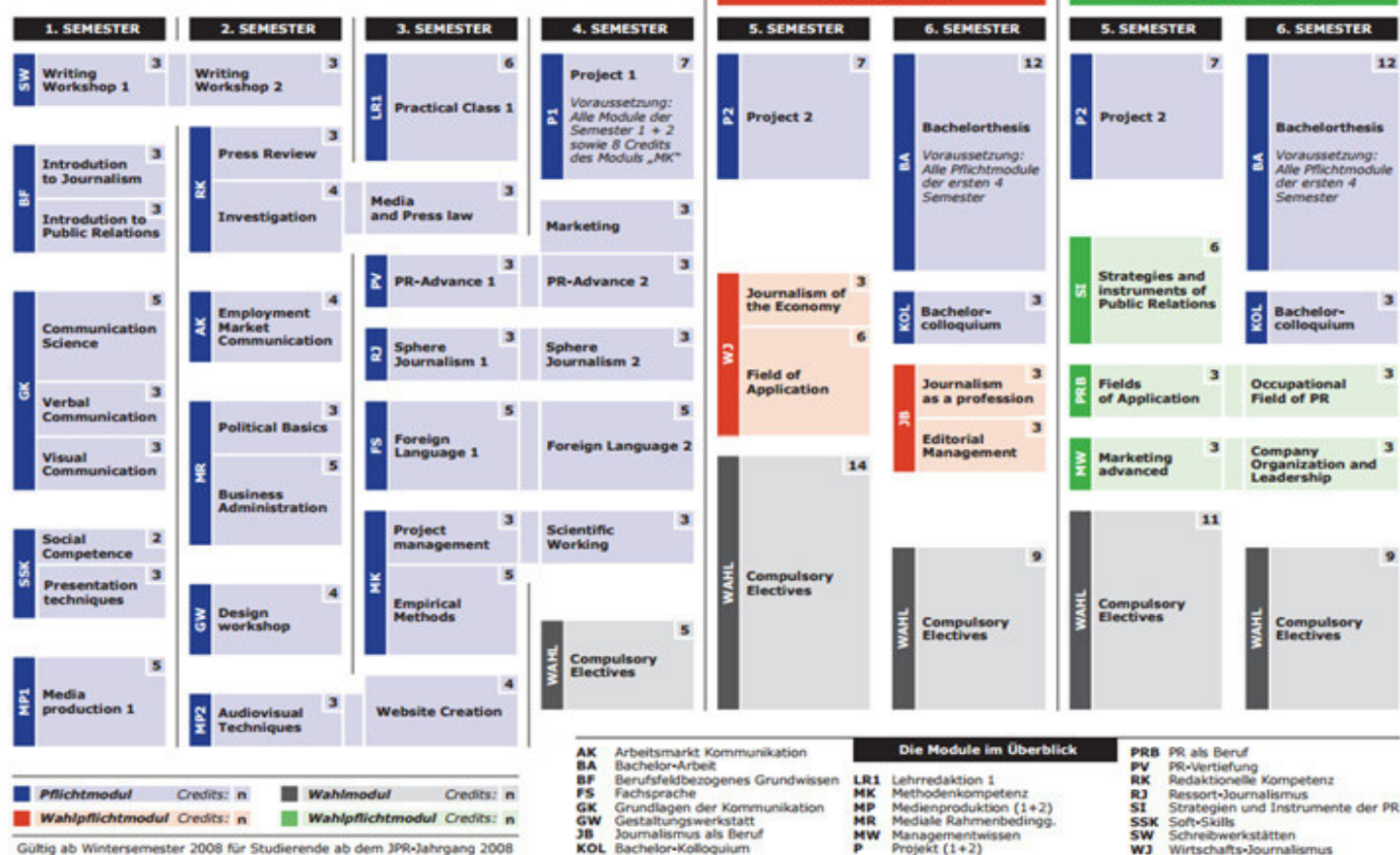
The key qualification of Journalism and PR is the ability to gather specific information and to present this information in an understandable and audience-oriented manner. This ability is taught in one specific lecture (Research) and trained and supported in nearly every other course.

Curriculum

The first four semesters are designed for the basic education of Journalism and PR. Afterwards the students have to choose a main emphasis: Journalism or Public Relations.

In the first and second semesters the students get

The JPR Order of Study



This is the Curriculum of the JPR Bachelor course.



to know the basics of Journalism and PR such as journalistic writing, methodical skills, economic basics but also basic knowledge in the use of different software which is useful for the future working life.

This basic education goes on in the third and fourth semester. Furthermore the students can choose between different optional subjects, such as the editorial training or the practical projects.

The editorial training and the practical projects also help to focus on one study subject in the fifth semester, Journalism or PR. In the editorial trainings practical types of problems are solved under a professor's guidance.

The first project is a practical phase, where the students work almost independently. The teams have to solve a specific scope of task for a real client.

A practical study

Editorial training: Here the students not only produce complete pages of newspapers or magazines but also articles and sequences for online, radio and TV. The course of JPR also has its own local online-magazine, which is called „buerpott“. The students take on jobs like editor, duty editor, speaker and so on. The results can serve as samples of one's work in future applications.

Practical projects: In this case the students also carry out practical scopes of task for real clients (brochures, press relations, articles, website development and so on). Thus the students gain a realistic insight into the professional practice and establish contacts with potential employers. Unlike the editorial training, the students mostly work independently.

You will find a list of the lectures in English at the end of the brochure.

Introduction of the professors and teachers

The institute of JPR has a variety of different well qualified and social skilled professors and teachers from practice.

Prof. Dr. Matthias Degen

Journalism

>> Chairman of the Audit Committee

E-Mail: matthias.degen@w-hs.de

Tel.: 02 09/95 96-680

Fax: 02 09/95 96-115

Consulting hours: Mondays from 17:15 until 18:15 (application is necessary)



Prof. Dr. Christine Fackiner

Project management and design

>> Vice dean/ deputy institute director/ deputy chairman of the

Audit Committee

E-Mail: christine.fackiner@w-hs.de

Tel.: 02 09/95 96-850

Fax: 02 09/95 96-115

Consulting hours: upon consultation



Prof. Dr. Julia Frohne

Communications management and market and advertising psychology

Room: B2.3.06

E-Mail: julia.frohne@w-hs.de

Tel.: 0209/ 95 96 – 881

Fax: 0209/ 95 96 – 115

Consulting hours: Wednesdays from 14:00 until 15:00



Prof. Dr. Rainer Janz

General business studies and business communication

>> Coordinator of international relations

Room: B2.3.03

E-Mail: rainer.janz@w-hs.de

Tel.: 0209/ 95 96 – 820

Fax: 0209/ 95 96 – 820

Consulting hours: Mondays from 12:00 until 13:00



Prof. Dr. Martin Liebig

Online journalism and media design

>> Internet manager

Room: A4.0.10

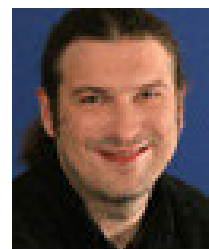
E-Mail: martin.liebig@w-hs.de

Tel.: 0209/ 95 96 – 643

Mobile: 0177/ 2 50 75 13

Fax: 0209/95 96 – 115

Consulting hours: Wednesdays from 14:00 until 15:00



Prof. Dr. Karl-Martin Obermeier

Public Relations and journalism

Room: B2.3.05

E-Mail: karl-martin.obermeier@w-hs.de

Tel.: 0209/ 95 96 – 818

Mobile: 0160/ 4 74 20 20

Fax: 0209/ 95 96 – 115

Consulting hours: Wednesdays from 10:30 until 11:30



Dipl.-Ing. Marcus Rüddenclau

>> Research associate

Room: B3.3.05

E-Mail: marcus.rueddenclau@w-hs.de

Tel.: 0209/ 95 96 – 851

Fax: 0209/ 95 96 – 115



Nadine Spahn

>> Employee of the examination office

Room: B3.3.02

E-Mail: nadine.spahn@w-hs.de

Tel.: 0209/ 95 96 – 114

Fax: 0209/ 95 96 – 115

Consulting hours: From Monday to Wednesday and Fridays from 9:00 until 12:00



Student Service

>> Service for students

Room: B3.3.04

E-Mail: jpr-service@w-hs.de

Tel.: 0209/ 95 96 – 834

Fax.: 0209/ 95 96 – 438

Consulting hours: only during the lecture period



Prof. Dr. Kurt Weichler

Journalism and media

>> Vice president of the Westphalian University of Applied Sciences

Gelsenkirchen

Room: B2.3.01

E-Mail: kurt.weichler@w-hs.de

Tel.: 0209/ 95 96 – 825

Fax: 0209/ 95 96 – 115

Consulting hours: Thursdays from 10:00 until 11:00



Prof. Dr. Stefan Weinacht

Applied communications theory

>> Institute director and advisor for the course of study

Room: B2.3.07

E-Mail: stefan.weinacht@w-hs.de

Tel.: 0209/ 95 96 – 852

Fax: 0209/ 95 96 – 115

Consulting hours: Wednesdays from 9:00 until 10:00 (application is necessary)



Marco Wolf

>> Research associate

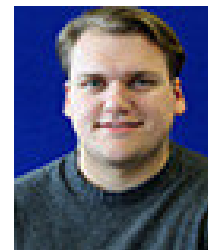
Room: B3.3.04

E-Mail: marco.wolf@w-hs.de

Tel.: 0209/ 95 96- 854

Fax: 0209/ 95 96 – 438

Consulting hours: Monday to Thursday



Besides the professors there are a lot of teachers from practice at the institute. For example Katrin Kromer (regional party executive of the German journalists association DJV), Thomas Seim (editor-in-chief of "Neue Westfälische) or Don Lewis Kirk who used to work for the "Deutsch Post" and originally comes from the US and studied in Utah.



The student council – “Die Fachschaft”



“We are there for you!”

Since the Bachelor course of JPR was established there is a student council called “Fachschaft”.

The student council team is motivated and endeavors to help you with words and deeds. This includes for example the organization of parties, but also helping you to solve conflicts with the professors or getting new computer programs.

The ways in our institute are short. This applies for the distances between the several routes but also for the communication. So please feel free to contact the student council!

You can find them in our department in the third floor of Building B. We also have a suggestion box at the deanship office. If you feel more comfortable with this method, you can write down your ideas or problems and hand it in anonymously.

If you have questions, complaints or new ideas you want to share, the student council is always there for you!

For more information about the student council and its work like them on Facebook and you will always be updated about new events, upcoming parties and other interesting stuff.

Finding your way at the Westphalian University of Applied Sciences Gelsenkirchen

The library

When you enter the library for the first time it could be confusing for a moment. Here is some general advice to make your first visit a little bit easier and to help you find the information you are looking for.

At its three locations Gelsenkirchen, Bocholt, Recklinghausen, the library

- offers a wide variety of up-to-date media in printed or electronic form for academic studies, teaching and research.
- gives advice when you are searching for information or carries out research at your request.
- supplies literature which is not in the collection through inter-library loan.
- provides work terminals and technical equipment such as computers, WiFi and facilities for copying and printing.

Information about its range of services can be found on the internet.

Registration for using the library

In order to register, students of the Gelsenkirchen University of Applied Sciences need their student card which functions as a library card as well.

Library catalogue

The catalogue records the whole collection of the three library locations. You can find books, journals, newspapers, CD's/DVD's, e-books and e- journals. There you can search by the name of the book etc., the author or with keywords.

User account

Via the library website you can access your personal user account as well. Here you can find information about the state of your account (loans, reservations, fees), you can renew the loan period and assign the PIN for the self-checkout machines. The user name is your matriculation number and the password is your birthday (eg. 01011991). Please change the password after the first registration

Issue, return, renewal

For borrowing media please use the self-checkout devices. In your user account you enter the four-digit code you need for using the machines. Generally the loan period for media is 28 days. You can renew the loan period via your user account up to five times unless a reservation was placed by another user. You return the media at the self-return device.

Placing a reservation

In case all copies of a title are already borrowed, members and affiliated persons of the Gelsenkirchen University of Applied Sciences can place a reservation via the library catalogue. As soon as the book is back a notification will be sent by e-mail.

Ordering media from other locations

If you find out that books required by you are available at one of the other locations of the library, please contact the librarian at the service desk. This media will be supplied to you at no charge by way of internal ordering.

Printing and copying

In the library you can use the devices for printing and copying by means of the payment function of your student identity card. The student identity card has to be registered with the AKAFÖ-number before the first use. You can register your card here.



Inter-library loan requests

If you need media that is not in the collection of any of the library locations, you can order them from other libraries by inter-library loan for a fee.

Fees

For your own good please pay attention to the loan periods. If a medium is given back one day too late or the loan period is not renewed in time, a payment charge will incur.

You can look up the amount of the fees, as well as all other charges in the schedule of fees at the menu item library regulations on their website.

Library locations

Westphalian University of Applied Sciences Gelsenkirchen
Location Gelsenkirchen

Neidenburger Str. 43
45897 Gelsenkirchen
Tel.: 0209/9596-214
Fax: 0209/9596-365

Mo - Fr 08.00 - 19.00 h
opening hours of the service desk:
Mo - Fr 08.00 - 16.00

Please take into account that some services (e.g. advisory service, re-lending, payment of fees) can only be offered during the opening hours of the service desk.

W-LAN Service

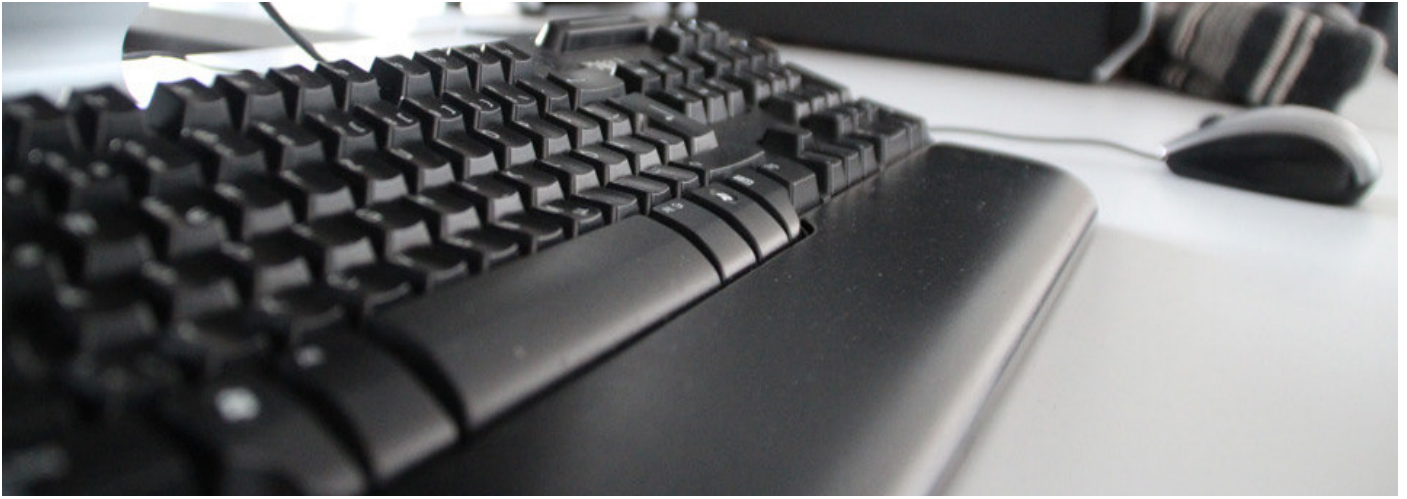
If you are on the campus of the Westphalian University of Applied Sciences Gelsenkirchen your electronic devices will find a W-LAN connection, which is called eduroam.

Eduroam stands for Education Roaming and is an initiative for employees and students of different universities, which enables them to have a free internet access at the locations of every participating organization.

Eduroam is not only available at each of the three locations of the Westphalian University of Applied Sciences Gelsenkirchen, but also at the universities of Essen, Bochum and Duisburg for example.

If you want to connect with eduroam, you need your username (the first two letters of your surname plus five numbers) and the corresponding password. Here you can find current configuration guides. Unfortunately they are only available in German. If you cannot configure W-LAN on your electronic device please feel free to ask the IT-Support Team which can be found in the library.

Your contact for questions about your W-LAN access and other technical problems is Paul Rutkowski (account@wh-s.de).



The virtual examination office – QIS

At the virtual examination office, called QIS, you have different possibilities which are important for your studies. Please follow this link: <https://qis.w-hs.de>

For the login you also need your general username and password.

How to apply for exams?

Every semester there is a limited period of time in which you have to apply for the exams. The dates can be found at the JPR website and also on announcements in the institute.

If you want to apply for an exam please do the following steps:

1. Choose the link "Prüfungsan- und abmeldung"
2. Accept the terms and conditions by clicking „Ich akzeptiere“
3. You find all exams in the register, which you can apply to or cancel.

Overview of grades

Click "Notenspiegel", to get an overview of your current grades. Official proof and certificates are only given by Nadine Spahn from the examination office in room B3.3.02.

Address information

To change your address, email or phone number you have to click the button "Kontaktdaten". In case of technical or comprehension problems, do not hesitate to ask Nadine Spahn for help.

Student season ticket

In order to print out your student season ticket please click „Allgemeine Verwaltung“ and then „Semesterticket...“. Then a PDF will open and you are able to print out your ticket. The NRW-Ticket allows you to discover North Rhine-Westphalia in buses, trams and trains.

Certification of matriculation

If you need a certification of matriculation please click „Studienverwaltung“. Here you can choose between a certification for the current semester or for all semesters („Studienbescheinigung für alle Semester“).



Main institutions

In the following chapter you get to know some of the main institutions which might be important refuges during your semester abroad.

The registrar's office

The registrar's office helps you at several topics during your studies e.g. matriculation, recognition of internships, health insurance, semester fees and so on.

These are the contact data of the registrar's office:

Studierendensekretariat
Dezernat II
Neidenburger Str. 43
45897 Gelsenkirchen
Raum: B4.0.07
Tel.: 0209/9596-200
Fax: 0209/9596-145

Hours of business can be found here and differ from location to location.

University Language Centre / Sprachenzentrum

All courses in foreign languages have to register at the university language centre (Sprachenzentrum). Even courses you already chose in your JPR timetable. For examination, a registration on QIS is sufficient. Go to www.spz.w-hs.de and register yourself. You will get a password and will be able to login.

Secretariat Campus Recklinghausen
Susanne Wildermann
Room: A1.2.208
Telephone: 02361 915 -600
Service-Point Campus Gelsenkirchen
Jutta Kellers-Pennekamp
Room: B3.2.03
Telephone: 0209 9596 -938

AStA / Students Union

The AStA (Allgemeiner Studierenden Ausschuss) represents the student's internal and external matters.

They organize parties and the sports portfolio and they have a little shop where you can buy office supplies. They also help you to find a job or apartment in Gelsenkirchen. But the AStA also deals with university policy.

You can find further information about the AStA on their website and also on facebook.

Living in Gelsenkirchen

Gelsenkirchen is part of the Ruhr Area and has about 260.000 inhabitants. The city is mostly known for its famous soccer club FC Schalke 04. But there are also other sights and beautiful places in Gelsenkirchen which are worth visiting.

In the following section you get to know the most important things for your life in Gelsenkirchen.

The housing market

In Gelsenkirchen we have a student residence which is very attractive for foreign students. You can live there in a small apartment for your own or share an apartment with others. Every apartment has a kitchen and its own bathroom. If you want to know more please check out this website: <http://www.akafoe.de/wohnen/wohnheime/gelsenkirchen-wodanstrasse-7a-7f/>

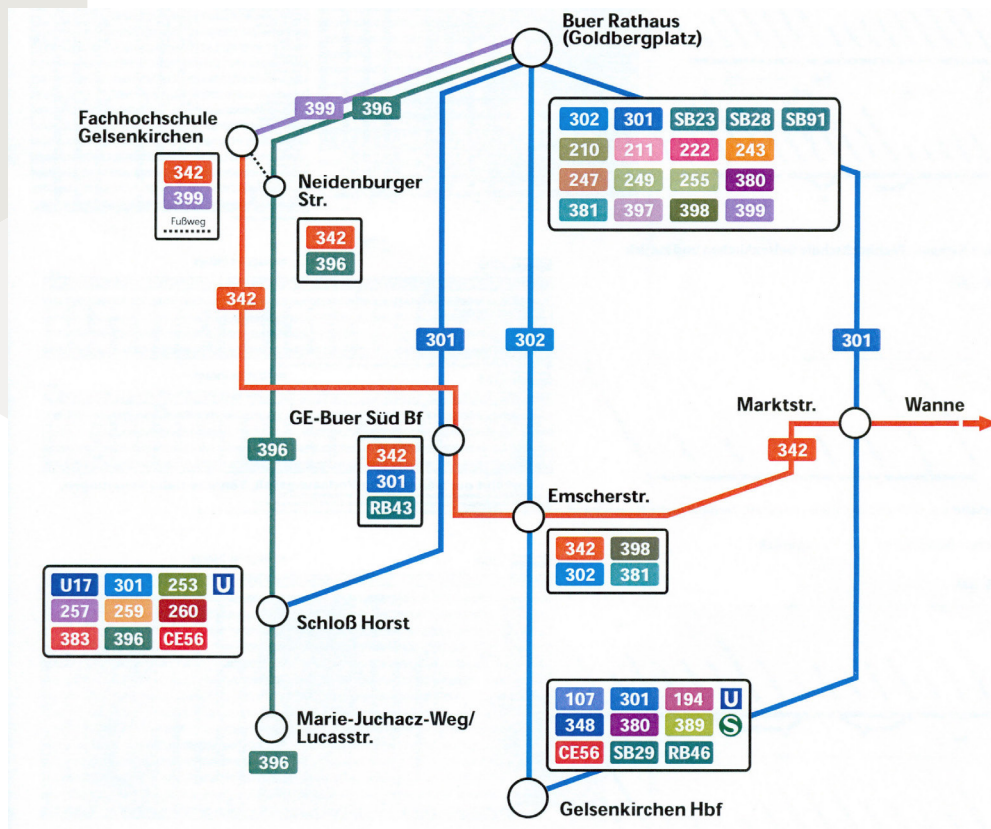
It is also possible to look for an apartment on your own. You can have a look at www.immobilienscout24.de or at the site of the AStA: <https://wohnen.asta-wh.de/>

Often there are German students who want to sublet their apartments when they are studying a semester abroad.

The infrastructure

With your student season ticket you can use every bus, tram and train (except ICE, IC and EC) in NRW. The main trams in Gelsenkirchen are the 302 and 301. From Gelsenkirchen-Buer you have to take the Bus 399 or 396 to get to the Westphalian University of Applied Sciences Gelsenkirchen. Here you can find the timetables of every bus and tram in Gelsenkirchen and the surrounding area: <http://www.bogestra.de/tickets-%26tarife/linienfahrplaene.html>

The map also shows you your way to the campus of Gelsenkirchen:



Leisure facilities

Of course studying is important. But you should also enjoy your semester abroad. At the institute of Journalism and PR, there are a lot of awesome parties where you can have a delicious German beer and get the chance to meet new people.

Tour de Buer: At the beginning of a new winter semester there is the „Tour de Buer“. It is a pub crawl for freshmen. But it is not a simple pub crawl. In groups you will have to complete different tasks in each location and take pictures of your results. This is a great opportunity to get in contact with your fellow students and you get a first impression of the Gelsenkirchen-Buer area.

Bergfest: This is a traditional party which is organized for the students of the third semester, when half of their studies is done.

Night of the pros: This is a highlight in our party-calendar. It only takes place every second year but it is a must-do for all students. The clue is that there won't be DJs but your professors will be at the turntables.





24h-Grillen: This is a 24 hours Barbecue. Here you can enjoy delicious barbecue and beer and great music for a whole day and night. Often there are funny games and challenges as well. It usually takes place in summer at the campus of Gelsenkirchen.

Jahresabschlussfeier: At the end of the year, before everyone leaves for Christmas there is the „Jahresabschlussfeier“. The professors and students of every semester celebrate together in a bar or restaurant. Everyone wears a nice dress or suit and it has a very festive atmosphere.

The institute of JPR also has a regular table. The students meet every Tuesday at the bar „Manyos“ in Gelsenkirchen-Buer. It is very close to the stop of the 302. The regular table starts at 7pm.

Besides the parties there are a lot of other nice possibilities to spend your leisure time in Gelsenkirchen. At this map the city of Gelsenkirchen collected the most exciting spots for leisure activities: http://www.en.w-hs.de/fileadmin/public/dokumente/studieren/Beratung/Office_for_International_Students/Leisure_Time_Card_Ge.pdf

	Course	Content	Credits	Lecturer
1	Debating Club (mandatory subject) Fall semester	<ul style="list-style-type: none"> ○ News Analysis (Print, TV, Radio Broadcasting) ○ This program explains the importance of news and teaches how to use information to improve decision making. Presentations of news and discussion are included. 	3 ECTS	Don Kirk
2	International Market Communication and Awareness Workshop Fall semester (mandatory subject) Main topics with Don Kirk: Dates: Each time: 2pm – 5pm	<p>In this course, participants will gain an understanding of global market communication from a business perspective. You will be introduced to current topics and build upon casebook examples. This course is designed for those planning to pursue a communications degree with an emphasis on international communications, business or related fields.</p> <p>Course Objectives:</p> <ul style="list-style-type: none"> - You will enhance your global communication skills. - You will develop your analytical skills. - You will practice communication. 	3 ECTS	Don Kirk
3	Environmental Communication	<p>In this course, participants will gain an understanding of environmental communications. You will be introduced to terminology and concepts that relate to the construction of environmental</p>	3 ECTS	Don Kirk

		<p>issues. You will study how environmental claims are made and how to manage news about the environment. In addition, you will learn about the use of 'nature/the natural' in advertising.</p> <p>Course Objectives</p> <p>While each person will acquire something different from this class, three objectives remain constant for everyone:</p> <p>1.You will <i>develop your understanding of</i> communication and the construction of environmental issues. We gain an understanding of how environmental issues are present in popular culture.</p> <p>2.You will <i>enhance your environmental writing skills</i> by learning to independently plan and implement communications around environmental issues</p> <p>3.You will <i>enhance your analytical skills for use in the</i> media, publics, politics and environmental issues. This course takes a practical, analytical approach to environmental communications with examples from popular culture, as well as current nature and environmental issues.</p>		
4	Executive Decision-Making and Communication	Executive Decision-Making and Communication teaches best practices in executive	3 ECTS	Don Kirk

communications.

I. The Role of the CIO

- Information for decision-making
- Mastering the 'new' channels
- Knowing the business inside and out
- Working well in teams

II. Executive Tools

- Executive Summary
- Self Assessment Checklist

III. Case Studies

- Communicating Change
- Strategic Communications
- Communicating the Vision
- Talking to (and with) Employees
- Overcoming Communication Barriers

IV. Tools & Analysis

- Leadership Communication
- Gaining Influence with Powerful Presentations

The focus of this course is communication with a special emphasis on the executive decision-making process

5	Moderationstraining/public speaking/recommendation speech	<p>“Making a good impression” – This lecture teaches how to conduct an interview or how to give a successful lecture.</p> <p>This class trains your debate communication skills in case you are in favor of improving public transportation forms and you like to persuade your listeners of the <i>opposite</i> side: We use numerous of exercises!</p>	3 ECTS	<p>Prof. Dr. R. Janz/ Prof. Dr. M. Degen Mr. Dubiel</p>
6	Social Competence Fall semester (Mandatory subject)	<p>Aim is that the students apply the principles of social competence presented during this course directly into practice by active participation as well as in group work:</p> <ul style="list-style-type: none"> ○ Intercultural Competence ○ Techniques of Creativity ○ Time-Management ○ SWOT-Analysis ○ Conflict-Management ○ Small-Talk and Business Standards ○ Prejudices, Social Norms and Social Rules ○ Learn type-Analysis ○ Conference Management ○ Communication ○ Sociology/Psychology 	2 ECTS	<p>Prof. Dr. Janz</p>
7	Social Media	<p>In this course the students learn how to use Social media channels to communicate their messages. Aim is to create a blog and increase the visibility of it through comments on external blogs and other</p>	3 ECTS	<p>M.A. Annika Wahl</p>



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

