

Module	Multimedia in Business
Semester	3
Responsible	Jan Helmke, Prof Dr. rer. pol. www.wi.hs-wismar.de/jan.helmke +49 3841 753 7541
Lecturer	Jan Helmke, Prof Dr. rer. pol.,
Language	English
Curriculum	Elective module in the degree programme Master of Business Systems
Type of teaching	Private studies according to study notes including literature research using textbooks or other sources. Workshop, case study, discussion group, application to course project. Support is given via the Learn Management System Stud.IP including information, references, or files. Various communication channels are used. Work-based learning by linking information technology theory with workplace environment and experience.
Workload	Focused work on the topics during the semester is required. A full-day workshop. Case study including term paper requires independent and focused attention. Approximately 110 hours self-study required.
Credit points	5
Prerequisites	Management and organisational experience
Module objectives	Knowledge: Students gain knowledge in the development of multimedia and social media strategies to achieve strategic goals of a company. Skills: Students are able to realize a social customer relationship management. They can achieve strategic goals by creating value innovations. Competencies: This module requires and trains creative work as well as self-management. The development of concepts for Social Customer Relationship Management will train social skills.
Content	The following key topics are addressed by developing a social media strategy: - Multimedia and social media techniques - Customer Relationship Management - Value Innovation - Web 2.0 - Creating of competitive advantages by using multimedia and social media
Examination	Written exam, case study, term paper and oral presentation or application to course project. Assessment details will be provided during the first semester workshop.
Reading list	Andrews, Adrian: Social Media Marketing Gordon, Ian H.: Managing the New Customer Relationship – Strategies to Engage the Social Customer and Build Lasting Value Kim, W. Chan; Mauborgne, Renée: Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant