

**Brand camp: Digital Brand Communications – Prof. Jörg Zimmermann**

Big Brands make big Business.

Brands are an entrepreneurial capital value. The digitalization of the society requires for the commercial launch increasing new competences. Young Professionals will later work in positions such as brand manager, brand consultant, product manager, media planer or advertising manager.

In the course the students learn the basis and methods of digital brand communication.

The focus is on how to develop a digital brand **by-by**, search engines and social media.

**online journalism – Prof. Vielwerth**

What characterises high quality journalism in the future?

The course is orientated on this question. More digitalization means also more complexity for journalistic models of business.

Therefore students work multimedial-based and the focus is on competence in online and crossmedia editorial offices, journalistic offices or press agencies

- introduction to online journalism
- texting: titles, teasers and links
- differentiations: online texts and print texts
- presentation of audios and videos and editing photos
- practice work: writing texts, editing photos with photoshop, building websites in a content management system
- practical advice: improving your own website

Anybody who wants to start in a good position in journalism needs well-founded competences. Regarding the growing merge of editorial offices and topics, journalists are often challenged to change flexibly between several topics and resorts.

**All participants receive a MHMK certificate.**

**General Information**

a) possible fee: Euro 1000,- for one week plus flight, transportation in Germany ( site visits) and housing

b) possible dates: from August 03<sup>rd</sup> 2013 to August 11<sup>rd</sup> 2013

	per day	per person
Summer school		1000,00 €
Visit Neuschwanstein Castle		60,00 €
entrances		80,00 €
public transport		45,00 €
hotel plus breakfast	approx. 50,00 €	400,00 €
food dinner/ supper	30,00 €	240,00 €
<b>sum:</b>		<b>1825.00 €</b>