

Stuttgart Media University

Course Catalogue

Summer Course 2025

(Stuttgart, May 11th – May 23rd 2025)

Course Title	Summer Course 2025
	Undergraduate or Graduate Level Course
Course No	254507 (HdM International Studies)
Lecturer name	Prof. Harald Eichsteller
Teaching language	English
Credits (ECTS)	6 ECTS
Teaching/learning methodology	Interactive Lecture and Group Project
Total workload	2-week program, 45 hours per week
Contact hours per week	45 hours
Type of exam	Final group project (project includes: research report, infographics, and presentation)
Learning outcomes	<p>The lectures in our summer course (Stuttgart, May 11th – 23rd, 2025) will cover the following areas:</p> <ul style="list-style-type: none"> • Innovation Management • Marketing and Branding Strategies • Political Communication / Nation Branding • Content Strategy / Storytelling / Social Media • Developing Formats for TV and Radio
Abstract	The Summer Course Innovation & Communication is the perfect opportunity to learn about German and European approaches in both Innovation Management and Corporate Communications during an international two-week experience in Stuttgart. HdM Stuttgart students will join lectures with international students, learn about current trends and issues and will also learn about German culture while studying at Hochschule der Medien .
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e., Moodle.
Reading Materials	This will be informed by each Professor verbally and/or via online learning platform, i.e., Moodle
Weblinks	