

# Stuttgart Media University

## Course Catalogue

### Summer Course 2026

(Stuttgart, May 10<sup>th</sup> – May 23<sup>rd</sup> 2026)

<b>Course Title</b>	Summer Course 2026
	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 10th – 23rd, 2026) will cover the following areas:</p> <ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Marketing and Branding Strategies</li> <li>• Political Communication / Nation Branding</li> <li>• Content Strategy / Storytelling / Social Media</li> <li>• Developing Formats for TV and Radio</li> </ul>
Abstract	Our <b>Summer Course Innovation &amp; Communication</b> is the perfect opportunity for you to learn about German and European approaches in both Innovation Management and Corporate Communications during an international two-week experience in Stuttgart. You'll join lectures with international students, learn about current trends and issues and will also learn about German culture while studying at <b>Hochschule der Medien</b> .
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	