

| IT NUMBER | MODULE | SCOPE | EXAMINATION |
|---------------------------------------|----------|----------|---------------|
| PL: 181800 Campaign Management | 6 | 8 | PL: PP |

The course implements public relations, product development, product design, production and marketing to create, execute, monitor, and measure advertising programs directed at specifically target audiences. The potential demand for products and services is estimated and the most cost effective and efficient means of reaching consumers is determined. Campaign management involves developing a production methods as well as a advertising and marketing strategy to maximize efficiency. Surveys may be conducted to evaluate campaigns' effectiveness. Public responses to the campaign's strategy are tracked to determine if the desired results and goals are met. This is usually done via an exhibition or product intrsuction at HdM's media night.

The course also entails:

- Mixed interdisciplinary, international students teams
- International guest lecturers from the industry with different fields of specialisation in areas of production, photography, design, management and art.
- Intensive project work at difrent settingx combined with an attractive programme
- The working language and language of instruction is English but may be German, if requested.