Danish School of Media and Journalism
Corporate communication - Kommunikationsuddannelsen

Course description: Cross Media
5. semester
Fall 2019

Duration: 5 ECTS
Graded: 7-point Scale (A-F)

Purpose:
The student will achieve an understanding of how organizations and corporations can communicate strategic and consistently across various media. The course focuses on how messages can be communicated on the different platforms where organisations are present and how the different media's strengths can be used in the most effective way. The students are trained in analysing and assessing the presence of companies and organizations across multiple contact points, in order to determine how a sender utilizes each contact point effectively while ensuring coherence. Through practice-based methods, workflows and relevant cases, students will learn to develop and qualify messages and narratives across multiple media platforms.

Methods and form of teaching:
The teaching is based on lectures, group work and workshops that are followed up with discussion, exercises or assignments related to the content of the course. Selected assignments are presented subsequently and the students provide and receive mutual feedback on the exercises.

Learning Objectives:
The students will obtain the following during the course:

Knowledge:
- Knowledge of what cross media is, how it is used and what it is used for
- Knowledge of defining relevant audiences and analyse issues between sender and recipient roles across different media and contact points
- Knowledge of how tools for analysing data are used and selected for different tasks and purposes in order to be included in a cross media analysis

Skills:
- Skills in identifying and selecting relevant media platforms
- Skills in creating specific content for different media platforms
- Skills in how to setup and use tools for data analysis

Competencies:
- Have competencies in how to ensure communicative coherence when more media and platforms are in play

Litteratur:
Breiter & Hepp (2018): 'The Complexity of Datafication: Putting Traces In Context'. In: Transforming Communications - Studies In Cross-Media Research. Palgrave MacMillan, (p. 387-400)

Guldbrandsen & Just (2016): 'Offline and online' In: Strategizing Communication. Samfundslitteratur, (p. 189-232)

King, Churchill & Tan (2017): 'Introducing A Data Mindset' in: Designing with Data. O'reilly, (p.1-23)

Kramp & Loosen (2018): 'The Transformation of Journalism: From Changing Newsroom Cultures to a New Communicative Orientation?'. In: Transforming Communications - Studies In Cross-Media Research. Palgrave MacMillan, (p. 205-234)

Sumner, Phil: Understanding Cross Media Reach. www.Nielsen.com, online article, 2017. https://www.nielsen.com/ie/en/insights/article/2017/understanding-cross-media-reach-new-learnings-and-perspectives/

Attendance and gradings
In order to pass the course students are expected to be active and fulfil DMJX's requirements of attendance and participation both in class, at group work and at completion of projects and assignments.

- The performance of the students will be graded individually by the Danish grading system, which is transferred to the national grading system of the individual student (A-F).
- Internal censorship

Estimated workload in relation to the Study model:

Initiated by: Lecturers

- Tuition, where lecturer is prensent
- Examinations, tests
- **In total ca 40 hours**

- Projects / other assingments
- Work in groups
- May be scheduled
- Lecturer not present
- **In total ca 45 hours**

Scheduled activities approx 25%

Assignment and projects approx 35 %

Participating: Lecturer and students

Participating: Students

Other activities approx 5 %

Independent studies and preparations approx 35 %

- Common lectures
- Various event
- May be scheduled
- Lecturer may be present
- **In total ca 5 hours**

- Individual preparation
- Study groups
- Not scheduled
- Lecturer not present
- **In total ca 45 hours**

Initiated by: Students