

Danish School of Media and Journalism
Corporate communication - Kommunikationsuddannelsen

Course description: Cross Media
5. semester
F21 (spring semester) 2021

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

Skills:

- Skills in identifying and selecting relevant media platforms
- Skills in creating specific content for different media platforms

Competencies:

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

Litteratur:

Henry Jenkins (2008): 'Where Old and New Media Collide' in Convergence Culture. (p.1-24) Publisher: NYU Press

Drew Davidson et al. (2010): 'Cross-Media Communications: An Introduction to the Art of Creating Integrated Media Experiences' (p. 3-29) Publisher: lulu.com

Rochelle King, Elizabeth Churchill, Caitlin Tan (2014): 'Data-Driven Design: Improving User Experience with A/B Testing' in Introducing a Data Mindset. (p.1-23) Publisher: O'Reilly UK

Robert Pratten (2015): 'Getting Started in Transmedia Storytelling: A Practical Guide for Beginners' (p.1-12 & p.75-92) Publisher: CreateSpace

Philip Kotler et al(2010): 'Marketing 3.0: From Products to Customers to the Human Spirit' (p.3-24) Publisher: John Wiley & Sons

Phil Sumner et al (2017): 'Understanding Cross Media Reach'. Publisher: [Nielsen.com](https://www.nielsen.com) - online article.
Link: <http://www.nielsen.com/ie/en/insights/news/2017/understanding-cross-media-reach-new-learning-and-perspectives.html>.

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.

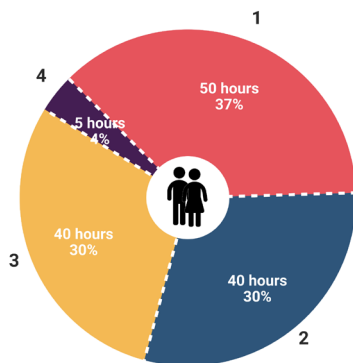
- The performance of the students will be graded individually by the Danish grading system, which is transferred to the national grading system of the individual student (A-F).
- The final assignment is an individual written assignment of approx. 2000 words/14.000 keystrokes
- Internal censorship

Estimated workload in relation to the Study model:

The Study Activity Model

Cross Media

135 hours in total
5 ECTS points



Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Tuition, where lecturer is present
Teaching, small assignments

Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Projects / other assignments
Work in groups
May be scheduled
Lecturer not present

Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Individual preparation
Study groups
Not scheduled
Lecturer not present

Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Common lectures
Various event
May be scheduled
Lecturer may be present

HBW 29.01.2021