



INTERNATIONAL MEDIA AND ENTERTAINMENT MANAGEMENT
ERASMUS EXCHANGE HANDBOOK 2018-2019



Contents

Introduction	1
How is IMEM structured?	2
Who is IMEM suitable for?	2
Additional IMEM information	3
Choosing an IMEM Study Package	4
Fall Semester - Block A	4
Fall Semester – Block B	5
Spring Semester – Block C	5
Spring Semester – Block D	6
FAQ	7
Appendix A: Study Package Details	8
Year 1, Block A	8
Year 2, Block A	8
MR3 – Marketing Plan (3 ECTS)	8
CO6 – Non Fiction Story Telling (3 ECTS)	8
GE7 – Critical Thinking and Rhetoric (2 ECTS)	9
MG6 – Financial Management 3 (3 ECTS)	9
PH4 - Production House (2 ECTS)	9
PR4 – Introduction to Web Design & Development (3 ECTS)	10
DFF1 – Dutch for Foreigners 1 (exam at end of block B)	10
Year 4, Block A	11
MR8 – Online Marking (5 ECTS)	11
MR9 – Branded Entertainment Marketing (5 ECTS)	11
PR9 – Interactivity (5 ECTS)	12
PR10 – Media Production Practice (5 ECTS)	12
CO9 Creativity (5 ECTS)	13
CO10 Ideas for Brands (5 ECTS)	13
DFF1 – Dutch for Foreigners 1 (exam at end of block B)	13
Year 1, Block B	14
Year 2, Block B	14
PR5 – Web Design & Development (3 ECTS)	14
MR4 – Marketing Communication (3 ECTS)	15

GE6 – Media Ethics (2 ECTS)	15
GE9 – Persuasive Writing Skills (2 ECTS)	15
GE10 – Quantitative Research (3 ECTS)	15
PH5 - Production House (2 ECTS)	16
DFF2 – Dutch for Foreigners 2 (3 ECTS)	16
Year 4, Block B.....	17
GE14 – Applied Research Methodology (5 ECTS)	17
PH10 – Production House (6 ECTS)	17
Year 1, Block C.....	18
Year 2, Block C.....	18
GE11 – Media Legislation (3 ECTS).....	18
MR5 – Media Planning (3 ECTS).....	18
GE8 – Media Psychology (2 ECTS).....	19
MG13 – Business Strategy 1 (2 ECTS)	19
GE12 – Qualitative Research (2 ECTS).....	19
PH6 – Production House (2 ECTS)	20
DFF1 – Dutch for Foreigners 1 (exam at end of block D)	20
Year 3, Block C.....	21
Marketing.....	21
Production.....	21
Content	21
Possible extra course	22
MR6 - Sales & Account Management (5 ECTS)	22
GE15 - Media Sociology (2 ECTS)	22
MG14 - Business Models 2 (5 ECTS).....	22
PH8 - Production House (3 ECTS).....	23
PR8 - Mobile Application Development (5 ECTS).....	23
CO8 Transmedia Storytelling (5 ECTS)	24
DFF1 – Dutch for Foreigners 1 (exam at end of block D)	24
Year 1, Block D	25
Year 3, Block D	25
Marketing.....	25
Production.....	25

Content	25
Possible extra course (only if you started this course in block C).....	25
MR7 - Direct/Database Marketing (5 ECTS).....	26
MG11 - Entrepreneurship & Innovation (3 ECTS)	26
GE13 - Research Methodology (4 ECTS)	26
PH9 - Production House (3 ECTS)	27
PR10 - International Producing (5 ECTS).....	27
CO7 - Content Analysis (5 ECTS).....	28
DFF2 – Dutch for Foreigners 2 (3 ECTS)	28

Introduction

Hello and welcome to International Media and Entertainment Management (IMEM)!

IMEM was first founded in 2002 with the aim to educate management professionals for the broad industry field of media and entertainment. Our education is focused on a wide variety of media and management related subjects; with the first two years dedicated to the acquisition of foundational professional skills and the third and fourth years allowing students to continue their education in accordance with one of three specializations: Marketing, Production or Content.

We pay special attention to the international orientation of the media industry and this is also reflected in the composition of both our students and our staff. Approximately 20% of our students have an international background, while more than 40% of IMEM's lecturing staff have joined the academy from a number of places around the world. In keeping with international nature, and in order to ensure transparent communication within the academy, the language of both instruction and communication is English.

Students who would like to attend IMEM for an exchange programme of one or two semesters are welcome to join courses from the first, second, or fourth year in the Fall semester and courses from the first, second, or third year in the Spring semester. Exchange students in IMEM get added to a regular class of our students which insures greater integration and participation in student life outside of the classroom.



How is IMEM structured?

- Our first semester (Fall semester) consists of two blocks (A and B). The second semester (Spring semester) is divided into blocks C and D.
- In years two, three, and four each block has seven lecture weeks, one study week, one exam week and one re-exam/activity week.
- The first year of IMEM has a new curriculum, which means that all ten weeks of the block are used for a combination of classes and testing.
- It is important for all exchange students to be present during all 10 weeks of the block.
- Attendance of classes is mandatory, so, unfortunately, it is not possible to travel during school weeks. However, there are a number of holiday weeks throughout the year that are suitable for travelling which ensures that our exchange students get plenty of chances to travel around Europe.
- The minimum passing grade in IMEM is a 5.5 out of 10.
- One study credit (1 ECTS) represents 28 hours of study. For a course of 3 ECTS a student will therefore spend approximately 84 hours (3 x 28 hours), which includes time spent in class (i.e. attending lectures and tutorials) as well as time required for self-study (i.e. homework, revision for exams).

Who is IMEM suitable for?

IMEM is most suitable for exchange students with an AV-production, film, media, communication, advertising/PR or media-marketing major as the courses have a strong focus on these subjects.

Additional IMEM information

- If you are planning on joining IMEM in the Fall semester, it is important to arrive in Breda before or on the 23rd of August, so that you can participate in the “BUAS international arrival days” event (24-25 August) and, if you wish to, ADE introduction week (Camp Lost, 27-31 Aug). In order to ensure that you settle in properly and familiarize yourself with Breda and our university, we advise you to arrive well in advance. If you are joining IMEM for the Spring semester, please make sure to arrive before the 1st of February. This way you will have enough time to settle down in Breda.
- As an exchange student you are welcome to choose an IMEM Study Package per block. Each package consists of courses from either the first, second, third, or fourth year (dependent upon semester). Unfortunately, it is not possible to choose courses from different study years within the same block as this results in scheduling conflicts.
- Please bear in mind that some exchange students might need prerequisite knowledge in order to join a course, especially with our AV production classes. If that is the case, please contact our Academic Coordinator Anna Voinova at voinova.a@buas.nl and she will explain what needs to be done.
- We welcome our exchange students to join the Dutch for Foreigners course which will teach you the basics of the Dutch language. Beginners level is offered in Fall and Spring semester, runs across both blocks, and is worth 3 ECTS.
- It is essential to bring your own laptop when studying in IMEM.



Choosing an IMEM Study Package

As an exchange student joining IMEM for one or two semesters, you are welcome to choose from one of a number of IMEM Study Packages. Third and fourth year study packages require IMEM lecturer approval – please contact our Academic Coordinator, Anna Voinova (voinova.a@buas.nl) for more details.

Fall Semester - Block A

In Block A (the first half of the Fall semester) students are able to select one of the following study packages (see Appendix A for full course information):

- **Year 1, Block A.** In this package, students can take courses in narrative, production, management, and presentation skills, as well as gaining foundational knowledge of the media industry. A total of 15 ECTS are available within this package. *Due to a curriculum renewal, exact details of the Year 1 curriculum and course content will only be available in May.*
- **Year 2, Block A.** In this package, students can take courses in marketing, non-fiction storytelling, critical thinking and rhetoric, financial management, web design and development, and participate in the IMEM Production House. A total of 16 ECTS are available within this package.
- **Year 4, Block A.** In this package are free to choose from one of three specializations – Marketing, Production, or Content – each consisting of 10 ECTS. The Marketing specialization consists of courses in online marketing and branded entertainment marketing. The Production specialization consists of courses in interactivity and media production practice.

Fall Semester – Block B

In Block B (the second half of the Fall semester) students are able to select one of the following study packages:

- **Year 1, Block B.** In this package, students can take courses in content creation, production, management, and marketing, as well as participating in the IMEM Production House. A total of 15 ECTS are available within this package. *Due to a curriculum renewal, exact details of the Year 1 curriculum and course content will only be available in May.*
- **Year 2, Block B.** In this package, students can take courses in web design and development, marketing communication, media ethics, persuasive writing, quantitative research, and participate in the IMEM Production House. A total of 15 ECTS are available within this package.
- **Year 4, Block B.** In this package, students take applied research methodology and participate in the IMEM Production House, for a total of 11 ECTS.

Spring Semester – Block C

In Block C (the first half of the Spring semester) students are able to select one of the following study packages (see Appendix A for full course information:

- **Year 1, Block C.** In this package, students can take courses in video production, management, research, and scriptwriting. A total of 15 ECTS are available within this package. *Due to a curriculum renewal, exact details of the Year 1 curriculum and course content will only be available in May.*
- **Year 2, Block C.** In this package, students can take courses in media legislation, media planning, media psychology, business strategy, qualitative research, and participate in the IMEM Production House. A total of 14 ECTS are available within this package.
- **Year 3, Block C.** In this package, students can take courses in media sociology, business models, and participate in the IMEM Production House, for a total of 10 ECTS. In addition, students are able to take one specialization course from a choice of three – sales & account management (Marketing), mobile application development (Production), or transmedia storytelling (Content) – each of which are worth 5 ECTS.

Spring Semester – Block D

In Block D (the second half of the Spring semester) students are able to select one of the following study packages:

- **Year 1, Block D** In this package, students can take courses in marketing, production, and management that are integrated into the IMEM Production House for a total of 15 ECTS. *Due to a curriculum renewal, exact details of the Year 1 curriculum and course content will only be available in May.*
- **Year 3, Block D.** In this package, students can take courses in entrepreneurship & innovation, research methodology, and participate in the IMEM Production House, for a total of 10 ECTS. In addition, students are able to take one specialization course from a choice of three – direct/database marketing (Marketing), international producing (Production), or content analysis (Content) – each of which are worth 5 ECTS.

The full details of all study packages and their course content can be found in Appendix A (Study Package Details).

Please ensure that you obtain approval from your home university before applying for a study package.

It is important to realize that some course packages, especially those in year two, three and four might require prerequisite knowledge. If you have any questions about the content of the packages, please get in touch with Anna Voinova (voinova.a@buas.nl).

Please bear in mind that you are free to choose which package to follow on a per block basis. For example, you can choose to follow the Year 1, Block A subject package in block A and the Year 2, Block B subject package in block B. Equally, you are also welcome to stay within the same year for both blocks if you wish to. If you would like to study in IMEM for a whole year, you can pick per block which subject year package you wish to join.



FAQ

I am doing a Film degree at my home university, can I still do a Media management exchange at IMEM?

Yes, you can. If you are a Film production student at your home university, you have to check with the study advisor of your university whether you are allowed to take our courses as they cover a broad range of media related subjects including management, marketing, production, content and research.

I am an American student and have to leave before the Spring semester starts in January at my home university. Can I do an exchange at IMEM during Fall?

It is important to double check the start and end dates of each block. If you are an American student you have to take into account that our Fall semester runs until the end of January. It is not possible to finish any courses before the Christmas holidays.

I wish to do Production - Year 3 package or year 4 classes. How can I get in touch with the lecturer to get approval to join this package?

Please email your request to Voinova.a@buas.nl. Anna will refer you to the lecturer of the specific course that you wish to join.

I wish to do course package year 2 – block B, but my exchange supervisor (from my home university) said that I don't need to do Financial Management. Can I choose to skip that course in this package?

Yes, it is possible to skip some courses within a package as long as your home university agrees. It depends on your home university, as some universities require to bring back 30 ECTS per semester (15 ECTS per block) during your exchange; other universities might be more flexible about the number of ECTS you ought to bring back after your exchange period.

I wish to do an exchange at International Media & Entertainment Management, but my home university does not have a partnership with Breda University of Applied Sciences. What do I have to do?

Please ask the International Office at your home university to contact Ms. Chris van Dorsselaer (Dorsselaer.c@buas.nl) to discuss possibilities to set up a partnership with IMEM.

Appendix A: Study Package Details

In this section you can find out a full breakdown of courses contained within each of the IMEM study packages. *Due to a curriculum renewal, full details of the Year 1 packages will not be available until May.*

Year 1, Block A

Full details available in May.

Year 2, Block A

Course Code	Course Name	ECTS
FME2.MR3	Marketing Plan	3
FME2.CO6	Non-Fiction Storytelling	3
FME2.GE7	Critical Thinking & Rhetoric	2
FME2.MG6	Financial Management 3	3
FME2.PH4	Production House 4	2
FME2.PR4	Introduction to Web Design & Development	3
FME1.DFF1	Dutch for Foreigners 1 (covering block A + B, exam at the end of block B)	
	total	16

MR3 – Marketing Plan (3 ECTS)

MR3 builds upon the marketing courses given in the first year (MR1 and MR2) and focuses on the writing a marketing plan. During this course you will apply and analyse the marketing principles learned in previous lessons and synthesise that into a marketing plan. You will also learn which role a marketing plan plays in the strategic planning of a company. The main topics covered in the course are the structure of a marketing plan, how to design a marketing plan for a self-selected existing product, the essentials of the strategic planning process versus the functional planning process, and the characteristics of B2B marketing and its differences compared to B2C marketing

CO6 – Non Fiction Story Telling (3 ECTS)

In this course, students will find and tell a human interest story in a non-fictional way. Each student has to find and prepare such a human-interest story individually and deliver a written editorial portfolio for one part of the final grade. The most promising stories and non-fiction scripts are selected to be filmed and edited in groups. The tutorials will take the students through one editorial cycle from developing a human-interest story over researching and interviewing to filming and editing a feature story. Students will get to know and train on- and offline research skills, prepare and practice journalistic interview techniques and document all editorial steps in an industry relevant fashion and format.

GE7 – Critical Thinking and Rhetoric (2 ECTS)

Critical Reading and Writing is intrinsically connected to all the courses that involve giving presentations or work in a team environment as it focuses on using language effectively to formulate your ideas and choosing the most appropriate, expressive and memorable words to communicate your ideas to your team mates. Persuasion and public speaking are some of the essential components of being a successful media professional whether your work involves working on a small scale or being the CEO of a multinational company. Rhetoric allows you to achieve your goals, inspire your colleagues and unite your team in a challenging situation.

MG6 – Financial Management 3 (3 ECTS)

This course follows on from MG4 Financial Management 1 and 2 in the first year, which introduced basic subjects such as cash flow and balance sheet and emphasised definitions and understanding of the subjects. In this MG6 the focus is more on the management side. This course should give you the tools and skills to manage the budget of a film production, project or your own business. Also tools are given to make a sound decision whether or not to invest in a media project. In the end, all ideas/projects need cash to make them happen. When financing a business a business plan should be made. Detailed information on all financial statements within financial accounting is given.

PH4 - Production House (2 ECTS)

Based on the IMEM educational vision, Production House aims to ensure that students *“acquire not only knowledge, but also the skills and attitude needed to be able to enter their professional careers”*.

Production House provides the opportunity for students to experience a professional work environment set within an educational institution to obtain insight in client care practices, quality control and project based skills and knowledge development.

Beginning in the second year, students start working within a company on assignments for external and internal clients. There are different companies reflecting the media industry and within a broad range of fields of interest. Each company has its own company director (or directors) and its own company structure. Production House consists of eight companies:

- mADE Audio & Video (AV)
- mADE Radio (RD)
- mADE Marketing & Consultancy (M&C)
- mADE Printed Media (PM)
- mADE Interactive (IA)
- mADE Television (TV)
- mADE Events (EV)

The company structure depends upon the expertise of the company. However, all companies will function in the same way (workflow, documentation, etc.). Because of the learning environment and the integrated learning line, all clients' assignments are adapted into a format which contributes to and connects with the objectives of the production house. During block A, B and C the students of each company will work on projects specific for that company.

PR4 – Introduction to Web Design & Development (3 ECTS)

This course will be informed on a technical and self-management level by the course Image Editing from year one. The course will also serve as an entry point to the course Web Design & Development, which will build upon technical aspects of HTML5 and CSS styles in order to Research, Design, Develop and Deliver contemporary applications. Students will use Code Academy throughout the entire course, completing weekly tutorials in order to enable them to apply the knowledge of designing and building a website within an exam situation. The exam will ask students to create a small website within 1hr and 30mins. Students will be given the exact specifications / measurements and corresponding media files in order for them to construct their site accordingly.

DFF1 – Dutch for Foreigners 1 (exam at end of block B)

Communication on a basic level in Dutch covering the 4 language skills (speaking, listening, reading and writing) on aspects of daily life. By the end of the course, the student is able to communicate professionally in Dutch on A1.2 level. Topics of the course are the learning of the Dutch speech sounds, phonetics, pronunciation, intonation, basic grammar, basic spelling rules, basic vocabulary.

Year 4, Block A

Course Code	Marketing Specialization Courses	ECTS
FME4.MR8	Online Marketing	5
FME4.MR9	Branded Entertainment Marketing	5
	Production Specialization Courses	
FME4.PR9	Interactivity	5
FME4.PR7	Media Production Practice	5
	Content Specialization Courses	
FME4.CO9	Creativity	5
FME4.CO10	Ideas for Brands	5
	Optional Course	
FME1.DFF1	Dutch for Foreigners 1 (covering block A + B, exam at the end of block B)	

MR8 – Online Marketing (5 ECTS)

The main topics that will be covered in this course are digital marketing fundamentals (introducing digital marketing, post-modernism and challenges for the digital marketing, changes in consumer behavior), prosumer digital strategy development (digital marketing strategy, the Internet and the marketing mix, relationship marketing using digital platforms), and the implementation and practice of digital marketing (delivering the online customer experience, marketing communications using digital media channels, evaluation and improvement of digital channel performance).

MR9 – Branded Entertainment Marketing (5 ECTS)

The basic idea behind the Media & Entertainment Marketing course is that students try to develop a marketing & communication plan based on a media/entertainment concept. In other words media and/or entertainment will be used as a fundamental instrument to approach customers in a market oriented way in order to create long term relationship. In this course a real client confronts students with one of their marketing ‘problems’. Within the context of ‘this problem’ the assumption is that entertainment marketing will help to build better customer relations. As a first step in the process students are supposed to analyze the market of the customer and its clients. Next to the desk research, as a way of analyzing a market, students will get in touch with (potential) clients to determine the, so called, values of the brand. All information gathered will be taken in consideration when developing a concept statement that should be the foundation to build branded entertainment concepts on. Finally students will work out their ideas in terms of a detailed set of marketing activities, an implementation plan and a proposal to communicate the idea’s to the market including reach, budgets, timing etc.

PR9 – Interactivity (5 ECTS)

The Interactivity course aims at illustrating the ways in which the concept of interactivity can be broken down into and at teaching students a general framework for designing interactive applications that provide a meaningful user experience. In particular, the course will focus on performative interactions, that is “any interaction or technology that is influenced by or affected by the spectacle resulting from its use, the public setting where it is used, or the presence of spectators as an audience” (Williamson et al., 2014). Based on this definition, we will study two types of performative interactions: those where technology is part of the artistic expression and rely on a performer actually performing on some kind of stage (the technology-based interactions), and those with no official performer where it is the technology that triggers an audience to participate (the technology-led interactions). We will look at the process driving the design of these interactions, experience how to build them and study their impact on users’ life and communication patterns. To this end, the course will cover the embodied interaction, interface as performance/performance as interface, augmented and mixed reality, wearables and ubiquitous computing. The course will show examples of interactivity in several contexts (i.e., digital humanities, digital performance, interactive art, games, cultural heritage, tourism).

PR10 – Media Production Practice (5 ECTS)

Classes will provide students with the basic tools needed to further develop a concept, creating a short narrative film or documentary within a transmedia story world, managing people and the production process, developing promotions as well as an introduction to finance and fundraising management. Students are taught and coached by lecturers step by step through the process of creating one of the below options:

- Students were given the opportunity to further refine their PR10 pitch prospectus during the end of Block D and over the summer break.
- Students are given the opportunity to option a written pitch prospectus developed in International Producing, PR10.
- At the BUAS Film market students will select 10-12 projects for production, depending on class size. Each student can vote for two projects, projects with the most votes pass to the next stage.

In week 1 students form teams. Once teams have been formed producers begin the process of optioning a project selected at the BUAS film-market. Once a project has been optioned, pre-production begins. The sooner this happens, the more time students have to produce the project.

- Anything is possible as long as students deliver a production project. Each group will also appoint a “Festival Committee” team member with an interest in marketing. The task of the festival committee is to organize a final screening and award exhibition suitable for projects produced, establish, promote and market the screening and exhibition at BUAS, and attract potential sponsors. A major philosophy adopted in the teaching of this class is that, at the end of the course, each student should be able to demonstrate both a theoretical knowledge of concepts relating to video production and a basic technical competence with the tools of production.

CO9 Creativity (5 ECTS)

The course starts off with an intensive workshop, lead by an expert from the professional field. In small groups students will learn to develop Big Ideas that are an answer to a client brief. By turn they will take the lead in managing their own group. This way students will be prepared for the mADE production house 4th year project in which they will manage their fellow students from other specializations in the creative process and guide them safely through it – the desired end result being guaranteed. Besides that students will study how creativity works by studying theories on creativity and different creative techniques. Guest lecturers will give them an insight how these theories will be applied in the daily practice of creative companies. Students will also design a creative technique themselves, which they have to motivate based on the theory they studied, and test them in focus groups.

CO10 Ideas for Brands (5 ECTS)

In this course students will be asked to produce creative work as an answer to a client brief - on a weekly basis, with strict deadlines. Lecturers and professionals will assess the creative output. By keeping a general ranking after each assignment, students will regularly be updated about the quality of their own output and how this relates to the work of other students: Which students are able to deliver high quality work on a weekly basis? Students will also have to pitch their work to each other, receiving feedback from both their lecturers as their fellow students. Besides that, during tutorials some writing exercises will be done to prepare students for the weekly assignments. The course will be highly practical to prepare students best for working in the creative industry, but guest lectures and sessions with experts will provide a broader perspective.

DFF1 – Dutch for Foreigners 1 (exam at end of block B)

Communication on a basic level in Dutch covering the 4 language skills (speaking, listening, reading and writing) on aspects of daily life. By the end of the course, the student is able to communicate professionally in Dutch on A1.2 level. Topics of the course are the learning of the Dutch speech sounds, phonetics, pronunciation, intonation, basic grammar, basic spelling rules, basic vocabulary.

Year 1, Block B

Full details available in May.

Year 2, Block B

Course Code	Course Name	ECTS
FME2.PR5	Web Design & Development	3
FME2.MR4	Marketing Communication	3
FME2.GE6	Media Ethics	2
FME2.GE9	Persuasive Writing	2
FME2.GE10	Quantitative Research	3
FME2.PH5	Production House 5	2
FME1.DFF1	Dutch for Foreigners 1 (covering block A + B, exam at the end of block B)	3
	total	18

PR5 – Web Design & Development (3 ECTS)

The main topics covered in the course are:

- Through the development of a web-form we will explore all the spectrum of web technologies. Building on the basics of HTML and CSS, this course addresses JavaScript, another web standard in client-side technology. Although the in-class exercises and the final objective seem rather basic, compared to the user experience that you as a student might have with the web, they serve as a solid basis of the rudimentary components with which the Web is build. By understanding and being able to apply those simple ideas one can expand and create very rich and dynamic experiences on the Web.
- Beyond JavaScript, we will introduce PHP which is a server-side technology, which completes the picture of web development. With PHP a developer can receive the user input of the aforementioned form, process the information and act on it.
- Furthermore, since the web has developed and is continuing to develop as we speak, we want with this course to expose you to rapidly developing websites with existing solutions that require little or no programming knowledge and expertise. These are commonly known as Content Management Systems (CMS).
- Finally, we will address several management aspects of websites such as (topics are only indicative) tracking the performance of the website with analytics, promoting the website with search-engine-optimization (SEO) and managing users of a complex website.

MR4 – Marketing Communication (3 ECTS)

This course is the follow-up to the courses MR1 and MR2 of the first year, and MR3 Marketing Plan of the second year. Besides this, it will (partly) form the input for the course Media Planning, which will take place in block C. In one of the previous marketing courses the Marketing Mix was explained. This course will focus on one of the instruments within this mix called Promotion, or even more specifically Marketing Communication.

This course will provide students with some insights into ways marketers approach their own communication activities. Beginning with some background in communication theory, the course goes into the mechanics of producing marketing communications. Through this, we'll survey various techniques marketers have for telling their story. In sum, the course will provide students the tools to create a standard Marketing Communications Plan.

GE6 – Media Ethics (2 ECTS)

The course focuses on the evaluation of ethical issues in the field of media, and on making substantiated decisions, taking different stakeholder's interests into account. With the 'Potter Box Model' as a recurring theoretical framework to build sound ethical arguments and with selected philosophical theories connected to it, students are challenged to broaden their general critical awareness of ethical issues and to increase their ability to ethically justify their decision making from several different perspectives.

GE9 – Persuasive Writing Skills (2 ECTS)

The students will be confronted with different types of media that can be used to sell a message, product, service or idea. By means of different assignments students will explore the most important elements of successful copy. By making, comparing and improving different texts they will sharpen their own persuasive writing skills. The focus on the final reader (prospect, client, consumer, etc.) is always vital. The final assignment is meant to challenge students to show off their talents as a copy writer.

GE10 – Quantitative Research (3 ECTS)

The principal topics that will be covered in the course are academic skills (reviewing literature, formulating research questions and hypothesis, writing a methodology section), the development of surveys (working with Lime survey and understanding the role of statistics in research), statistical analysis and reporting (principals of statistical analysis, key tests and procedures, and working with SPSS), and how to use statistical results to draw conclusions.

PH5 - Production House (2 ECTS)

Based on the IMEM educational vision, Production House aims to ensure that students “*acquire not only knowledge, but also the skills and attitude needed to be able to enter their professional careers*”.

Production House provides the opportunity for students to experience a professional work environment set within an educational institution to obtain insight in client care practices, quality control and project based skills and knowledge development.

Beginning in the second year, students start working within a company on assignments for external and internal clients. There are different companies reflecting the media industry and within a broad range of fields of interest. Each company has its own company director (or directors) and its own company structure. Production House consists of eight companies:

- mADE Audio & Video (AV)
- mADE Radio (RD)
- mADE Marketing & Consultancy (M&C)
- mADE Printed Media (PM)
- mADE Interactive (IA)
- mADE Television (TV)
- mADE Events (EV)

The company structure depends upon the expertise of the company. However, all companies will function in the same way (workflow, documentation, etc.). Because of the learning environment and the integrated learning line, all clients’ assignments are adapted into a format which contributes to and connects with the objectives of the production house. During block A, B and C the students of each company will work on projects specific for that company.

DFF2 – Dutch for Foreigners 2 (3 ECTS)

Communication on a basic level in Dutch covering the 4 language skills (speaking, listening, reading and writing) on aspects of daily life. By the end of the course, the student is able to communicate professionally in Dutch on A2.2 level. Topics of the course are the learning of the Dutch speech sounds, phonetics, pronunciation, intonation, basic grammar, basic spelling rules, basic vocabulary.

Year 4, Block B

Course Code	Course Name	ECTS
FME4.GE14	Applied Research Methodology	5
FME4.PH10	Production House 10 (M)	6

GE14 – Applied Research Methodology (5 ECTS)

A research proposal is a document which specifies the research design in line with client briefing. This initial process determines the success of a research project. The basic idea is that students learn to translate ideas, challenges from companies, into a research question and proper research design. The course will focus on the basic skills students need to obtain for dealing with research results or conducting research themselves within the Industry (applied research), and as such for doing research within the graduation phase.

After an introductory lecture/workshop the course starts with the five main challenges students deal with when setting up a research project (or problems students deal with within the graduation phase). These challenges are all similar with challenges research specialists deal with within digital entertainment companies such as research agencies, media agencies, media production companies and broadcasters. The (guest) lectures will explain how and why they conduct research and how they implement research results within the company. All lectures will end with a (existing) research briefing, rough idea or which students will have to translate into research proposals (focusing on formulating a proper research question and or choosing the right method and design). Next to that students will learn how to (fast) read industry research papers as well as academic articles, judge the quality and translate the insights into a research proposal and / or company recommendations.

PH10 – Production House (6 ECTS)

More and more companies are using entertainment as a way to reach their strategic goals. The development of branded entertainment should engage the audience and send out the right brand message to them. In this ADE Production House-project students from the marketing, production and content specializations work together in teams on a self-chosen, but real, marketing challenge for a national or international brand.

After a period of research and analysis a strategy will be developed. To take the next step into the conceptual phase, a creative brief has to be created. This brief is the input for several creative sessions which should lead to a so called 'Big Idea, a creative outline for a cross media branded entertainment concept. After approval by a panel of experts, you will further develop your Big Idea into a concept and take it to the level of a prototype. This prototype will be part of a final pitch for a panel of experts. Every group will consist out of approximately six students and will have a predefined number of students from the three specializations (marketing, content and production). Every specialization member has their own responsibilities, deliveries and deadlines. All specialization students will be involved in all parts of the process according to their role in the production pipeline.

Year 1, Block C

Full details available in May.

Year 2, Block C

Course Code	Course Name	ECTS
FME2.GE11-03	Media Legislation	3
FME2.MR5-03	Media Planning	3
FME2.GE8-04	Media Psychology	2
FME2.MG13-01	Business Strategy 1	2
FME2.GE12-03	Qualitative Research	2
FME2.PH6-06	Production House 6	2
FME1.DFF1-03	Dutch for Foreigners 1 (covering block C + D, exam at the end of block D)	
	total	14

GE11 – Media Legislation (3 ECTS)

The main topics that will be covered in the course are:

- Regulation of the Media Industry
- Rights of the Person: Privacy, Portrait Rights and Defamation
- Basics of Intellectual Property Law: Copyright and Trademarks
- Contract Law and Rights Clearance for Media Production
- Legal Issues in Media Convergence
- Competition Law

MR5 – Media Planning (3 ECTS)

The main topics that will be covered in the course are:

- Relation of media versus marketing and communication
- Online vs. Offline Media
- Media behavior of the target group
- Media strategy
- Media metrics like: reach/frequency/GRP, CPP, CPM etc.
- The media mix
- Media buying and pricing methods
- Cross media propositions

GE8 – Media Psychology (2 ECTS)

The course focuses on the psychological insights behind subjects such as identification, parasocial interaction, (gender) stereotyping and culture. Questions answered will include: how do people use different online social networks? What makes a scene suspenseful? How do people perceive celebrities? Why do so many people watch soap series? In order to be able to see how these loose elements connect, the Entertainment Model (Vorderer et al.) will be used as a basis. The central perspective is that of the student as a future media producer: psychological insights gained in this course should be directly applicable for media producers.

MG13 – Business Strategy 1 (2 ECTS)

The main topics that will be covered in the course are:

- Introduction to business models
- Value, customer insights and market
- Creating value: the organization
- Cost and revenue models
- Business models in scientific research and practice

Upon successful completion of this course students are equipped with the following knowledge and skills.

- Explain the Business Model concept as defined by Osterwalder and Pigneur (2010)
- Reproduce and understand the definition of value proposition, customers, channels, relations, revenue, activities, resources, partners and cost factors
- Assess the feasibility of a business model in financial terms
- Apply these elements to a practical case

GE12 – Qualitative Research (2 ECTS)

This course introduces you to the ontological and epistemological underpinnings of qualitative research and furthers your knowledge of a variety of different qualitative data collection and analysis possibilities. Although this course cannot address every contemporary qualitative technique, it covers the most commonly used. Furthermore, the lecturers are committed to provide 'hands on' experience with these techniques in the best means to ensure effective learning. The qualitative research methods are introduced to you through step-by-step instruction on how to conduct research and interpret research findings. The acquired knowledge will be applied during your assignment where you need to conduct a full qualitative study. Next to that, in-depth discussions during the tutorials help you to understand the cultural, historical and theoretical background of the methods and case studies drawn from published media and mass communication scholarship. The theoretical knowledge in combination with the practical experience gained in this course enables you to design and conduct qualitative research projects in the future independently.

PH6 – Production House (2 ECTS)

Based on the IMEM educational vision, Production House aims to ensure that students “*acquire not only knowledge, but also the skills and attitude needed to be able to enter their professional careers*”.

Production House provides the opportunity for students to experience a professional work environment set within an educational institution to obtain insight in client care practices, quality control and project based skills and knowledge development.

Beginning in the second year, students start working within a company on assignments for external and internal clients. There are different companies reflecting the media industry and within a broad range of fields of interest. Each company has its own company director (or directors) and its own company structure. Production House consists of eight companies:

- mADE Audio & Video (AV)
- mADE Radio (RD)
- mADE Marketing & Consultancy (M&C)
- mADE Printed Media (PM)
- mADE Interactive (IA)
- mADE Television (TV)
- mADE Events (EV)

The company structure depends upon the expertise of the company. However, all companies will function in the same way (workflow, documentation, etc.). Because of the learning environment and the integrated learning line, all clients’ assignments are adapted into a format which contributes to and connects with the objectives of the production house. During block A, B and C the students of each company will work on projects specific for that company.

DFF1 – Dutch for Foreigners 1 (exam at end of block D)

Communication on a basic level in Dutch covering the 4 language skills (speaking, listening, reading and writing) on aspects of daily life. By the end of the course, the student is able to communicate professionally in Dutch on A1.2 level. Topics of the course are the learning of the Dutch speech sounds, phonetics, pronunciation, intonation, basic grammar, basic spelling rules, basic vocabulary.

Year 3, Block C

In the third year courses, students must specialize in one of either Marketing, Production, or Content.

Marketing

Course Code	Course Name	ECTS
FME3.MR6-03	Sales & Account Management	5
FME3.GE15-03	Media Sociology	2
FME3.MG14-01	Business Models 2	5
FME3.PH8-03	Production House 8	3
	total	15

Production

Course Code	Course Name	ECTS
FME3.PR8-03	Mobile Application Development	5
FME3.GE15-03	Media Sociology	2
FME3.MG14-01	Business Models 2	5
FME3.PH8-03	Production House 8	3
	total	15

Content

Course Code	Course Name	ECTS
FME3.CO8-02	Transmedia Storytelling	5
FME3.GE15-03	Media Sociology	2
FME3.MG14-01	Business Models 2	5
FME3.PH8-03	Production House 8	3
	total	15

Possible extra course

Course Code	Course Name	ECTS
FME1.DFF1-03	Dutch for Foreigners 1 (covering block C + D, exam at the end of block D)	

MR6 - Sales & Account Management (5 ECTS)

This course aims at all skills which people need to build, maintain and keep the relation between the (key) accounts and the own organization. It will focus on gaining an adequate knowledge about sales and account management in general. Furthermore basic commercial skills will be developed. At the end of this course the student will:

- Have an adequate knowledge about sales and account management in general
- Have an adequate knowledge on the international advertising branch
- Be aware of the role of the account manager within the organization
- Be able to make an analysis of the role of the AM within a specific branch
- Have a clear view on the function of conferences and exhibitions within sales
- Have a basic development of social, communication and commercial skills (sales conversations) which are necessary within a sales role.

GE15 - Media Sociology (2 ECTS)

This courses builds upon existing presentation skills and introduces the technique of debating which, in combination with research, allows the following topics (and more) to be explored:

- Social forces that form the media
- Assumed Effects of media
- Social vs. technological determinism
- Mass media & Cultural
- Media and gender

MG14 - Business Models 2 (5 ECTS)

The learning objectives of this course are to equip the students with the following knowledge and skills:

- Explain the Business Model concept as defined by Osterwalder
- Reproduce and understand the definition of value proposition, market channels, relations, revenue, activities, resources, partners and cost factors
- Assess the feasibility of a business model in financial terms
- Apply these elements to a practical case
- Knowledge and understanding of the strategy development tools empathy map, strategy canvas and four action framework
- Analyze and improve a business model with the strategic development tools
- Independently develop and analyze a business plan

PH8 - Production House (3 ECTS)

During the third year, students work within the in-house training company of the Academy for Digital Entertainment on real assignments for external and internal clients. There are different companies reflecting the industry and within a broad range of fields of interest. All companies have their own company director (or directors) and its own company structure.

The company structure is structured according the following expertise:

ADE Marketing and Consultancy

ADE Interactive

ADE Printed Media

ADE Events

ADE TV/Radio

ADE Audio/Visual

ADE Transmedia

All the different divisions will work the same way (workflow, documents, etc.). Because of the learning environment and the integrated learning line all clients' assignments are adapted into a format which contributes and connects to the objectives for the production house. During the first year you worked on 4 assignments, each of which had a specific instructional purpose with a heavy emphasis on certain competencies. During the second year you consolidate the skills that you have learned during the first year and work with an increased level of autonomy on a number of assignments within the companies. During the third year the objectives can be summed up as follows: to consolidate second year skills, to develop an increased level of autonomy in comparison to the second year and to gain an overall view and professional experience in dealing with real clients

PR8 - Mobile Application Development (5 ECTS)

The practical objective of the course is to provide students the knowledge and skills to develop a mobile app. Nowadays one does not need to have a computer science background to actually develop an app. Tools for rapid prototyping and development have radically improved the last few years enabling non-technical oriented students to actually develop fairly sophisticated mobile apps. The knowledge-development objective of the course is twofold. First to familiarize students with an industry standard when it comes to management of software development (SCRUM), and second to understand good practices when it comes to designing mobile apps.

The course has lectures, in which theoretical aspects of mobile app development will be presented and tutorials, in which practical aspects of mobile app development will be worked out. The weekly tutorials are planned to be two hours. A tutorial will commence with the project groups having their Daily Scrum meeting. The Daily Scrum meeting is a 15-minute, time-boxed, stand-up meeting in which the progress of the work is reported by each member of the team. The remainder of the tutorial will be focused on completing exercises to develop the students' technical knowledge. We emphasize that individual preparation before the tutorial of minimum of two hours is required!

CO8 Transmedia Storytelling (5 ECTS)

An introduction to the principals of transmedia storytelling, with a focus on fictional transmedia. With reference to both theory and to commercially successful transmedia examples (such as the Marvel Cinematic Universe and Harry Potter), this course aims to not only teach the theory behind transmedia but allows students a chance to put that theory into creative practice and build their own transmedia story worlds. Students will learn how multiple entry points create different implicit audiences across different media platforms and categories, all within a single story world. Students will examine transmedia storytelling as linear and non-linear narrative structures that expand through both different languages (verbal, iconic) and media (cinema, comics, television, video games, webisodes) and not as isolated adaptations from one media to another. Themes explored will include both theoretical and practical approach to transmedia storytelling combining interactivity and narratology as well as the importance of building and designing story worlds so individual narratives can meet specific dynamics and requirements of the individual platforms without compromising the integrity of the meta story.

DFF1 – Dutch for Foreigners 1 (exam at end of block D)

Communication on a basic level in Dutch covering the 4 language skills (speaking, listening, reading and writing) on aspects of daily life. By the end of the course, the student is able to communicate professionally in Dutch on A1.2 level. Topics of the course are the learning of the Dutch speech sounds, phonetics, pronunciation, intonation, basic grammar, basic spelling rules, basic vocabulary.

Year 1, Block D

Full details available in May.

Year 3, Block D

In the third year courses, students must specialize in one of either Marketing, Production, or Content.

Marketing

Course Code	Course Name	ECTS
FME3.MR7-03	Direct / Database Marketing	5
FME3.MG11-04	Entrepreneurship & Innovation	3
FME3.GE13-05	Research Methodology	4
FME3.PH9-05	Production House 9	3
	total	15

Production

Course Code	Course Name	ECTS
FME3.PR10-03	International Producing	5
FME3.MG11-04	Entrepreneurship & Innovation	3
FME3.GE13-05	Research Methodology	4
FME3.PH9-05	Production House 9	3
	total	15

Content

Course Code	Course Name	ECTS
FME3.CO7-03	Content Analysis	5
FME3.MG11-04	Entrepreneurship & Innovation	3
FME3.GE13-05	Research Methodology	4
FME3.PH9-05	Production House 9	3
	total	15

Possible extra course (only if you started this course in block C)

Course Code	Course Name	ECTS
FME1.DFF1-03	Dutch for Foreigners 1 (covering block C + D, exam at the end of block D)	3

MR7 - Direct/Database Marketing (5 ECTS)

The general objective of this course is to provide students with thorough theoretical as well as practical knowledge on direct and database marketing, and insights into ways that marketers use databases to focus on their customers. This knowledge is of a strategic, a technical-analytical, as well as an organizational nature. More in particular the learning objectives:

- Knowledge and understanding of direct and database marketing strategy and objectives (and its position within the marketing discipline)
- Analysis and explanation of a practical case in terms of direct and database marketing Knowledge and skills of databases and database analysis techniques such as:
 - o Knowledge of CHAID, LTV (including Net Present Value), correlation and regression;
 - o Skills in RFM/FRAC scoring, gains charts
- Knowledge of customer loyalty, relationship marketing and CRM
- Understanding of the role of the Internet for direct and database marketing
- Make a motivated choice of the most appropriate media for direct and database marketing communication campaigns
- Analyze, apply and present scientific literature on direct and database marketing

MG11 - Entrepreneurship & Innovation (3 ECTS)

The course contains all the aspects involved in setting up an innovative media or entertainment related business. Relevant strategic, organizational and legal issues will be explored. The course will also teach the student what aspects are involved with financing a business. What sources of funds exist, applying financial management tools regarding the business plan (profit & loss, cash flow, investments, balance sheet, budgeting, forecasting). We will also discuss innovative ways in applying marketing & sales. We will let the student understand the relevance of good concept development as the starting point of setting up a business. The strong relationship between the concept (value proposition) and the target group. The students need to work together in teams. Last but not least we will explore the most important aspect of entrepreneurship, the entrepreneur her/himself. What entrepreneurial skills can we distinguish and what different entrepreneurial roles for different situations we can identify. The entrepreneur as manager, leader, calculator, marketer, innovator, specialist and researcher.

GE13 - Research Methodology (4 ECTS)

Conducting Research (GE13) continues the research methodology curriculum by giving you the opportunity to put existing and newly gained knowledge to practice. Within the course you will refresh and deepen your knowledge gained during previous research courses and you will conduct together with a group of students a full quantitative or qualitative study, which will result in a proposal presentation (assignment #1), a report (assignment #2), and a final presentation (assignment #3). This course prepares you especially for your graduation phase as you also learn how to work with (graduation) supervision. Furthermore, this course deepens your knowledge and practical skills of the epistemological underpinnings of quantitative or qualitative research and of a variety of different alternatives to collect and analyze quantitative and qualitative data.

PH9 - Production House (3 ECTS)

During the third year, students work within the in-house training company of the Academy for Digital Entertainment on real assignments for external and internal clients. There are different companies reflecting the industry and within a broad range of fields of interest. All companies have their own company director (or directors) and its own company structure.

The company structure is structured according the following expertise:

ADE Marketing and Consultancy
ADE Interactive
ADE Printed Media
ADE Events
ADE TV/Radio
ADE Audio/Visual
ADE Transmedia

All the different divisions will work the same way (workflow, documents, etc.). Because of the learning environment and the integrated learning line all clients' assignments are adapted into a format which contributes and connects to the objectives for the production house. During the first year you worked on 4 assignments, each of which had a specific instructional purpose with a heavy emphasis on certain competencies. During the second year you consolidate the skills that you have learned during the first year and work with an increased level of autonomy on a number of assignments within the companies. During the third year the objectives can be summed up as follows: to consolidate second year skills, to develop an increased level of autonomy in comparison to the second year and to gain an overall view and professional experience in dealing with real clients

PR10 - International Producing (5 ECTS)

Upon successful completion of this course:

- Must be able to identify and understand the important tasks of an international creative producer from preproduction (ideation, development, pitching and finding funding), production (budgeting, negotiations, scheduling) and post-production and exhibition (packaging, marketing and distribution strategies).
- Must be able to identify and learn basic legal terminologies that they can apply to legal principles and agreements in real-life situations in the industry.
- Must be able to apply the knowledge they have acquire to understand a good criteria on what makes a project "good" and what makes a "good project prospectus" or a "good project pitch". Students must be able to distinguish what projects are suitable to be developed in their own producer specialization and what works or does not work in project development.
- Must be able to connect and integrate previous knowledge learned from content, production and marketing courses from Year 1 to 4 by integrating their knowledge and skills by producing a written project proposal and be able to pitch and communicate effectively in front of stakeholders or investors to simulate a real-media industry scenario.

- Identify the complexities of managing projects and relating to people involved in an international project scenario by being aware of the risks and pitfalls in a production and relates these experiences in their own projects.
- To understand the value of professionalism in presenting projects in front of possible stakeholders and understanding that a producer needs to be considerate of the needs and requirements of each member of the production team in order for the project to be successful from start to finish.

CO7 - Content Analysis (5 ECTS)

Within this course individual students in the content specialization have the possibility to explore media products or phenomena that they particularly interested in – preferably connected to the area of their desired future profession. They are expected to gather their own sources of (academic) information (minimum of 5), perform proper literature study, develop their own coding tool, analyze the media communication content of one or more products and report their findings in both a presentation as a well written essay. Content analysis within the course will relate to the humanist approach, as opposed to the behaviorist approach (Shoemaker & Reese, 1996). This means that students will study media content itself and identify what the chosen content says about society and the culture producing it. Which effect the content has in society does not fit within the scope of this course. Students will work individually and highly autonomously. Support is provided via lectures, tutorials and consultancy meetings.

DFF2 – Dutch for Foreigners 2 (3 ECTS)

Communication on a basic level in Dutch covering the 4 language skills (speaking, listening, reading and writing) on aspects of daily life. By the end of the course, the student is able to communicate professionally in Dutch on A2.2 level. Topics of the course are the learning of the Dutch speech sounds, phonetics, pronunciation, intonation, basic grammar, basic spelling rules, basic vocabulary.