

ACADEMIC PODCAST & SCIENTIFIC INFOGRAPHICS IN FACILITY & REAL ESTATE MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

The students are able to:

- Present basic concepts of scientific communicative processes and consciously use content and relationship aspects of human communication.
- Prepare and conduct presentations and use the techniques and media required for scientific communication

COURSE CONTENTS

- Basic components of communicative processes, message and meaning as well as content and relationship aspects of human communication
- Target groups and the concept of personas in a communication process
- Objectives and target group as well as structure, content and form of scientific communication using the example of social media posts, infographics, podcasts
- Selection and application of simple techniques and tools for creating scientific communication using the example of infographics and/or podcasts
- Independent creation of scientific communication using the example of an infographic and/or a podcast contribution

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

3