

Information for Austrian students

The MCM program is an integrated part of the Master curriculum in Communication Studies at University of Salzburg and covers a complete project module. It consists of a preparatory semester at University of Salzburg and a following semester at Fudan University in Shanghai.

Referring to the [Master Curriculum](#) a project module consists of

- Projekt 1 / Media & Communication Management: Socio-cultural and socio-technical dimensions of media and communication (lecturer: Robert Bichler, Thomas Herdin, Ursula Maier-Rabler)
- Projekt 2 / Media & Communication Management: Analyzing practices on local and international level (lecturer: Stefan Huber)
- Projektdurchführung / Media & Communication Management: Projektdurchführung (study abroad) (PJ)

In winter term the participants attend two courses at University of Salzburg which are exclusively available for MCM participants from Salzburg and China.

Winter semester at University of Salzburg

Type	Title	Lecturer
Projekt 1 (UE)	Socio-cultural and socio-technical dimensions of media and communication	Robert Bichler
Projekt 2 (UE)	Case studies in Austria and the European Union	Stefan Huber

In ‚Projekt 1‘ (UE) Austrian and Chinese MCM participants collaborate on topics related to societal, cultural and technological phenomena of media and communication and related differences between Austria/Europe and China.

‚Projekt 2‘ (UE) focuses on collaborative work of Austrian and Chinese participants on practical issues in the field of media and communication on the basis of local and national excursions.

In addition the Austrian participants are recommended to attend the following optional courses which are offered by the Department of Communication Science and will be mandatory for the Chinese participants of the MCM program.

Type	Title	Lecturer
Master Lecture (VO)	Economics and structure of media and journalism	Sergio Sparviero
Master Practical (UE)	Media management under the condition of press freedom	Wolfgang Vyslozil

Summer semester at Fudan University, Shanghai:

Projekt 3 / Media & Communication Management: Projektdurchführung (PJ):

As completion of the project module the Austrian MCM participants attend five of the following courses offered at Fudan University in Shanghai during the summer semester.

Type	Title	Lecturer
Master Course	Introduction to Chinese Culture	Hong Guo
Master Course	Crisis Communication in China	Shaojing Sun
Master Course	Brand Strategic Communication	Tang Le
Master Course	China's International Communication in the Context of Globalization	Guolin Shen
Master Course	Environmental Communication in China	Fang Liuqing

This obligatory package of courses replaces the course 'Projektdurchführung' (PJ) and completes the project module.

The grade for 'Projektdurchführung' (PJ) will be an average grade composed of the grades of three defined courses taken at Fudan University. In addition the credits for the remaining two courses may be transferred individually (no legal claim). To receive a certificate for the MCM Program, a successful completion of 5 courses is obligatory.