



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

DEPARTMENT OF MEDIA AND COMMUNICATION



Exchange at IfKW of LMU Munich - Key Data for Incoming Students **SUMMER 2025**

INSTITUTION DETAILS

Name of Department	Department of Media and Communication / IfKW (Institut für Kommunikationswissenschaft und Medienforschung)
Name and number of Faculty	Faculty of Social Sciences – 15
Postal Address	Ludwig-Maximilians-Universität München (LMU) Department of Media and Communication (IfKW) Oettingenstr. 67 80538 Munich, GERMANY
Website	https://www.en.ifkw.uni-muenchen.de/



CONTACTS

<p>Incoming & Outgoing Students</p> <p>Jessica Kühn (Ms)</p> <p>Department of Media and Communication Oettingenstr. 67 Room A112 80538 Munich Phone: +49 8921809524 international@ifkw.lmu.de</p>		<p>Contract Management</p> <p>Dr. Bernhard Goodwin (Mr)</p> <p>Department of Media and Communication Oettingenstr. 67 Room A005 80538 Munich Phone: +49 8921809494 bernhard.goodwin@ifkw.lmu.de</p>	
---	---	--	---

DATES

Academic Calendar	<p>The academic year is divided into two semesters: October 1st until March 31st and April 1st until September 30th.</p> <p>The summer term 2025 will start on April 15th, 2025 and end on July 19th, 2025.</p> <p>At the Department of Media and Communication the lecture period includes the final exams. At other departments exams may also take place within two weeks after the lecture period.</p>
Application and Registration Procedure	<p>Once you are nominated as an exchange student by your home university you need to register at LMU's central International Office. They provide information for exchange students who were already accepted as visiting students at LMU and who will spend one or two semesters at the Department of Media and Communication (IfKW).</p>
Welcome Event	<p>We would like to welcome our international students at the Department of Media and Communication in the week before the start of the semester: We look very much forward to meeting you at our Welcome Event "Welcome Day @ IfKW".</p> <p>A personal invitation follows by email on time.</p>





COURSE SELECTION & REGISTRATION

<p>Online course catalogue of LMU</p>	<p>www.lsf.lmu.de The up-to-date course catalogue is available two months before the beginning of each semester.</p>
<p>Course choice</p>	<p>A few weeks prior to the start of the semester, the international coordinators will send an online form for choosing classes in our department (wishlist). You do not have to apply online for courses in the field of media and communication by yourself. Your coordinator will apply for you.</p> <p>IMPORTANT: This only works for courses at IfKW – if you would like to attend courses in other departments, too, you have to subscribe to them by yourself (the best would be to write an e-mail to the international coordinator or lecturer).</p>
<p>Website</p>	<p>https://www.en.ifkw.uni-muenchen.de/international/exchange_students/courses/index.html</p>
<p>Courses taught in English</p>	<p>We offer at least 30 ECTS of English-taught courses each semester. This includes courses for exchange students only, but also mixed courses / lectures. The courses are in the following modules:</p> <ul style="list-style-type: none"> ▪ Empirical Communication Research ▪ Media Institutions ▪ Media Work ▪ Academic Writing
<p>ECTS / Credit points</p>	<p>For exchange students most of the regular seminars at IfKW give 5 ECTS points, lectures give 4 ECTS points and Haupt- und Wahlpflichtseminare (advanced, 4h/week, strong focus on empirical research methods) 11 ECTS points on undergraduate level and 15 ECTS on postgraduate level.</p>
<p>LMU room finder</p>	<p>https://www.lmu.de/raumfinder/index.html#/</p>



Course types at IfKW

Lectures at IfKW are attended by 100 to 200 students and are held each week by a Professor (usually in German). At home students are expected to read the relevant literature. Towards the end of the semester there will be a written exam (usually in the last week of the lecture period). After personal consultation with the lecturer, the examination modality can be changed if necessary (e.g. oral exam). Lectures seem easy at first glance, however, you should consider this: You won't be able to practice your German in a lecture.

Seminars are usually attended by 15 to 30 students. They will probably have to give a presentation (together with fellow students, as a rule) and at the end of the semester they will most likely write a term paper. A seminar also involves the reading of relevant literature. On occasion, there will be practical exercises. Discussions feature prominently in seminars. By and large, presentations pose no problems for exchange students, although the assignments at the end of the semester are often demanding (But you can discuss the conditions with your teacher).

'Haupt- und Wahlpflichtseminare' are advanced seminars and proceed like ordinary seminars, except they are conceived for third-year or graduate students with a focus on empirical research. If students wish to attend a Hauptseminar they should be able to speak German/English quite well and be able to proof comprehensive knowledge in empirical research methods.

English taught classes at IfKW during summer term 2025

- ! IfKW offers English taught classes with a minimum amount of 30 ECTS points on BA level. They can be found in LSF, LMU's online course catalogue and in the list below. Further courses / course changes possible. LMU is planning
- with face-to-face teaching in summer 2025.



We're open for negotiation for specific examination, so it fits to the requirements of your home university.

BA MA level	We strongly recommend attending <u>the following two</u> seminars for incoming exchange students:	
	<p>Media Institutions in Munich <i>Ertelthalner, Oe67</i> (seminar, 2h/week, 7-10 ECTS, Wed 8.30-10)</p>	<p>How do media work in Munich? Which institutions are important, who works there and what do they actually do all day? The seminar focuses on media production processes in online, print and broadcasting media. Students take part in field trips to different media companies in Munich. Talks with professionals provide insights into the world of work within media institutions. Students also learn about the German media system and compare it to their home countries (in group presentations). The acquired knowledge will be implemented in a weblog, planned, edited and written by the participants.</p>
	<p>Writing for Academic Purposes <i>Rick, Oe67</i> (crashcourse, 2-5pm, 3 ECTS)</p>	<p>This course for exchange students only focusses on scientific basics, dos and don'ts in writing an academic (research) report – especially in the field of communication: knowledge of the most relevant libraries and online catalogues, use of important digital databases, central sources, online search methods, quotation and citation (APA) as well as bibliography exercises and a library tour (IfKW library).</p> <ul style="list-style-type: none"> ▪ April, 23: in-person workshop ▪ April, 30: in-person workshop ▪ May, 7: in-person workshop ▪ May, 14: individual feedback ▪ May, 28: feedback session

BA | MA level

**Crashcourse
Podcasting**

Norell & Aleman, Oe67
(seminar, 2h/week,
5 ECTS, Tue 16-18)

Would you like to be part of the booming Podcasting industry? Then this course is for you. During seven sessions, you will learn the skills and tools to begin your podcasting journey.

Kajsa Norell, an experienced Podcaster and Manager, and Laura Aleman, doctoral candidate with experiences in the film and TV industry, will guide you through the process. Including how to choose the right topic, interviewing techniques to bring you the quotes that will engage the listener, efficient editing and storytelling as well as headlines and what you need to think about when you put your podcast episode on the podcast platforms in order for the audience to find it.

In a hands-on course, students will make their own podcasts. Instruction language will be English but German, French, possibly Spanish and the Scandinavian languages will also be accepted for your own podcasts. Bring laptop and your smart phone! There will be some audio recorders available.

**How to Tell a Story
with Data: Journalism
in Practice**

Kaskeleviciute, Oe67
(seminar, 2h/week,
5 ECTS, Thu 14-16)

Data is an important tool for journalists, helping them to uncover hidden stories within the numbers. This course will equip students with practical skills in data journalism. Through real-world examples, hands-on exercises and projects, students will develop basic skills in data journalism, including storytelling, discovering stories in data as well as finding, analyzing, and visualizing data using basic techniques. The seminar encourages critical reflection on data as a source for a journalistic story.

**AI innovation in
journalism**

Wilczek, Oe67
(seminar, 2h/week,
5 ECTS, Wed 16-18/20)

*[Attention: The course
starts on 28.5.25]*

The adoption of Artificial Intelligence (AI) in journalism is accelerating. And while the use of AI offers opportunities for newsrooms to increase editorial efficiency and growth, this technology is also associated with risks, such as exposing audiences to biased and inaccurate information. To ensure that AI will positively impact journalism and ultimately society, scholars and industry experts are arguing that news organizations should apply AI responsibly. However, the responsible use of AI in journalism needs to start with the responsible innovation of AI tools and products. Therefore, in this course, organizational mechanisms and practices of responsible AI innovation in journalism will be introduced and from a transatlantic perspective discussed. Moreover, in workshops, student groups will develop low-fi prototypes of AI applications in journalism. This course will focus on AI innovation in the domain of local journalism specifically, which in the U.S. and Europe has experienced extensive disruption with emerging news deserts, and where AI is expected to mitigate economic and societal challenges.

**Selling Sustainability:
Why it's hard
communicating what's
'right'**

Hajek, Oe67
(seminar, 2h/week,
5 ECTS, Thu 12-14)

Sustainability is everywhere—on social media, in advertising, and in political debates. Yet, communicating sustainable ideas effectively is one of the biggest challenges in marketing and public discourse. Why do so many people resist sustainability messages? Why do some ads backfire while others inspire action? And how can companies, activists, and policymakers communicate sustainability without causing backlash?

In this seminar, we will explore the challenges of sustainability communication, with a focus on advertising and persuasion. We will analyze corporate sustainability strategies, activist campaigns, and political messaging, paying special attention to visual and social media communication. Students will learn how to design effective sustainability campaigns aligned with the UN SDGs, overcome resistance to sustainability messages, and influence public perception through visual storytelling. By the end of the semester, you will create your own campaign and gain valuable insights into marketing, political communication, and activism.

**Studying Preferences
and Opinions: Media
and Market Research
in Practice**

Kaskeleviciute, Oe67
(seminar, 2h/week,
5 ECTS, Fr 10-12)

How can we understand media consumers' habits and preferences? How do public opinion polls work? How can we measure opinions? In this seminar, students will develop their own research projects in the area of media and public opinion research using survey or experimental methodology. Potential topics include exploring media audience preferences or examining citizens' views on societal issues. The seminar emphasizes practical learning: Through practical examples and exercises, students will learn relevant aspects of study design, sampling, questionnaire creation, data analysis, and presenting research findings.

	Mo	Tue	Wed	Thu	Fri
8-10			Media Institutions <i>Ertelthaler</i>		
10-12					Media and Market Research in Practice <i>Kaskeleviciute</i>
12-14			Writing for Academic Purposes <i>Rick</i>	Selling Sustainability: Why it's hard communicating what's 'right' <i>Hajek</i>	
14-16				Journalism in Practice <i>Kaskeleviciute</i>	
16-18		Crashcourse Podcasting <i>Norell & Aleman</i>	AI innovation in journalism <i>Wilczek</i>		
18-20					