



Westfälische
Hochschule

Gelsenkirchen Bocholt Recklinghausen

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JPR
SURVIVAL
KIT

Content

Welcome to JPR!	4
About the department of “Journalism and Public Relations”	5
A young department	5
A unique combination	6
A labour market with growth potential	7
Study contents.....	8
JPR Personnel	9
How-tos	12
How to use the library.....	12
Media.....	12
Registration for using the library	12
Library catalogue	12
User account.....	12
Issue, return, renewal	12
Placing a reservation	13
Ordering media from other locations	13
Book suggestions.....	13
Printing and copying.....	13
Inter-library loan requests.....	13
Fees.....	14
Training courses, research and advisory service.....	14
Library locations	14
How to use the WiFi	15
Instructions.....	15
Help	17
WiFi FAQs	17
Service Set Identifier	17
How to print the NRW-Ticket	18
Printing the NRW-Ticket from University.....	18
Printing the NRW-Ticket from home.....	18
Module Descriptions and Lectures in English	20

Module Descriptions	22
Lectures in English	22
Helpful further information.....	29
Studying in Germany	29
Getting along in Gelsenkirchen	29

Welcome to JPR!

Living abroad is a great experience. You get to know yourself better, get to see a different country and of course you experience something totally different and new! As an exchange student myself, I realised how much we can do, and got a better idea of what the world has to offer.

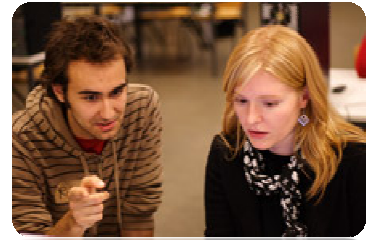
At the Westfälische Hochschule University of Applied Sciences (short: WH) there are courses offered in English for JPR students, although not all study-units are available. It's also good to know that the student residences aren't situated on campus, they can be found around 5 km away from the WH. That said, I cannot forget to mention the great support we received from our tutors and the international administration office which made life easier for all. Hope this survival kit will be of great help in order to make the transfer from your home university to the Westfälische Hochschule smoother. Have a nice stay in Germany!

Lisa Cini, exchange student from Malta, February 2012

About the department of “Journalism and Public Relations”

A young department

The department of Journalism and Public Relations offers a nationwide inimitable programme of study. This Department at the “Westfälische Hochschule” which was founded in 2005 offers a course of studies with the same name.



A similar course of studies, entitled Journalism and Technique-Communication was founded in 2000. Since then, it was developed continuously and evolved into the current unique course of Journalism and Public Relations.

Since May 1, 2006, the department of Journalism and Public Relations became a faculty. Originally, this course was offered under the faculty of Engineering. In March 2012 the faculty of Journalism and Public Relations and the faculty of Computer Sciences were merged, whereat the course of studies stays the same.

[our concept]

√ the difference
en Journalism and PR

√ theory and go into
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all-rounders

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ip to date

The institute is organized in a familiar manner where seven professors attend to about 220 students, with graduate assistants also forming part of the team.

A unique combination

The bachelor programme “Journalism and Public Relations” connects two courses of studies that are normally offered only separately in Germany:



- » the study course “Journalism”
- » the study course “Public Relations”.

The particular structure of this course of studies tries to display the close connection between journalism and public relations in the daily routine. In spite of compatible aspects, this course of studies also works out difference of interests.

This unique combination provides a wide communicative basis to the students and makes them more competitive and flexible in the employment market.

[facts]

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degree

ard time to degree

semesters

ie

bachelor of Arts (B.A.)

ities

students annually

in winter semester

ssion criteria

levels or entrance

qualification for studies at

universities of applied

sciences

terminus clausus (2012):

qualifying period (2012: 8

semesters)

appropriate internship (6

months)

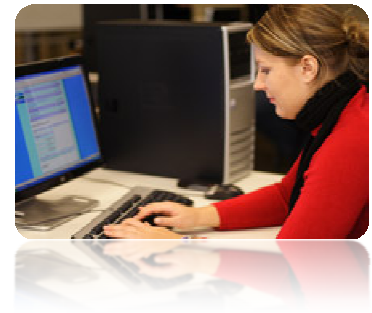
ation

application date for

admissions: 15 July

A labour market with growth potential

The labour market for journalists and PR specialists has grown continuously over the last decades. According to the “Deutscher Journalistenverband” (German Journalists Association) and the “Deutsche Public Relations Gesellschaft” (German Public Relations Association) there were 69,000 full-time journalists and 25,000 PR experts.



The expansion in staff within the media sector will keep on increasing in the coming years. Meanwhile, the share of freelancers will increase disproportionately compared to the share of permanent employees.

Comparing the German development to the USA's, where there are twice as many public relations officers than journalists, one can expect that the number of PR professionals to increase faster than the journalists'.

emanding profession]

Job profile of journalists and PR experts has become technical, complex and varied. They have to do more and more research, write, select, edit and to layout. Furthermore PR experts are able to design campaigns and realize them. Journalists and PR specialists need technical experience and know-how in controlling editorial management of cost, personnel and quality as well as marketing for the editorial department becoming central elements of a changing job profile.

Study contents

The MBA programme „journalism and public relations“ imparts knowledge in the fields of professional competence, methodological expertise, individual and social competence.



Professional competence

The students acquire specialized skills in the sectors of journalism, PR, communication science, media landscape, media law, economy, technology, technical terminology in foreign languages and software.

Methodological expertise

Methodological expertise will be enhanced in lectures through Writing Lab, Research, Empirical Methods, Studying Techniques, Project Management, Presentation Techniques and Media Production.

Individual and social competence

The working methods in all lectures support the ability to learn independence, self-reliance, communication skills, the ability to cooperate and to work in a team. The students solve practical issues in independent teams right from the start.

[The key to success]

key qualification in journalism and public relations is the ability to gather information actively and to pass it in a comprehensible and science-oriented way. This qualification is developed in a special course (Research) and in most all of the other courses.

JPR Personnel

[M. A. Ömer Alkin]



» Research Assistant
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Fax +49 209/95 96-438
office hours: Mondays, Tuesdays, Wednesdays

[Prof. Dr. Christine Fackiner]



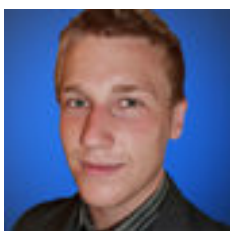
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[Prof. Dr. Rainer Janz]



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[Oliver Körting]



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[Nadine Spahn]



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[Stephanie Walde]



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[Student Service]



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office hours: Mon - Thu, 13:15 - 17:15

How-tos

How to use the library

Media

At its three locations; Gelsenkirchen, Bocholt, Recklinghausen, the library

- offers a wide variety of up-to-date media in printed or electronic form for academic studies, teaching and research.
- gives advice when you are searching for information or carries out research at your request.
- supplies literature which is not in the collection through inter-library loan.
- provides work terminals and technical equipment such as computers, WiFi and facilities for copying and printing.
- information about its range of services can be found [→ on the internet](#).

Registration for using the library

In order to register students of the Westfälische Hochschule need their student cards which function as library cards as well.

Library catalogue

The [→ catalogue](#) records the whole collection of the three library locations. You find books, journals, newspapers, CD's/DVD's, e-books and e-journals.

User account

Via the library website you can access [→ your personal user account](#) as well. Here you find information about the state of your account (loans, reservations, fees), you can renew the loan period and assign the PIN for the self-checkout machines.

Issue, return, renewal

For borrowing media please use the self-checkout devices. In your user account you enter the four-digit code you need for using the machines. Generally the loan period for media is 28 days. You can renew the loan period via your user account up to five times unless a reservation was placed by another user.

You return the media at the service desk.

Students of Westfälische Hochschule who have registered their bachelor or master thesis can apply for an extended loan period.

Placing a reservation

In case all copies of a title are already borrowed members and affiliated persons of the Westfälische Hochschule can place a reservation via the library catalogue. As soon as the book is back a notification will be sent by e-mail.

Ordering media from other locations

If you find out that books required by you are available at one of the other locations of the library, please contact the librarian at the service desk. These media will be supplied to you at no charge by way of internal ordering.

Book suggestions

You can recommend media which are not in the collection for acquisition. Please use the printed form you find at the service desk or [+ this web form](#).

Printing and copying

In the library you can use the devices for printing and copying by means of the payment function of your student identity card.

External users may buy copy cards at the service desk.

Inter-library loan requests

If you need media which are not in the collection of any of the library locations, you can order them from other libraries by [+ inter-library loan](#) for a fee.

Fees

For your own good please pay attention to the loan periods. If a medium is given back one day too late or the loan period is not renewed in time, a payment charge will incur.

You can look up the amount of the fees as well as all other charges in the schedule of fees at the menu item [→ library regulations](#) on this website.

Training courses, research and advisory service

We offer training courses concerning the services offered by the library as for example catalogue and user account, inter-library loan, research with regard to the final thesis and Citavi.

For research there are [→ specialized scientific databases](#) available on campus for members and affiliated persons of the Westfälische Hochschule, for instance literature databases concerning technology, informatics, economics and jurisprudence, as well as electronic full text databases.

We give advice with regard to specialist research or we do research on your behalf for a fee.

For individual counseling or group training please contact
Ulrike Pinkale, Tel. 0209/9596-259

Library locations

Westfälische Hochschule
University library

Location Gelsenkirchen

Neidenburger Str. 43
45897 Gelsenkirchen
Tel.: 0209/9596-214
Fax: 0209/9596-365

Mo - Fr 08.00 - 19.00 h
opening hours of the service desk:
Mo - Fr 08.00 - 16.00

Location Bocholt

Münsterstr. 265
46397 Bocholt
Tel.: 02871/2155-214
Fax: 02871/2155-210

Mo - Fr 08.00 - 19.00 h
opening hours of the service desk:
Mo - Fr 8.00 - 12.30
and 13.30 - 16.00

Location Recklinghausen

August-Schmidt-Ring 10
45665 Recklinghausen
Tel.: 02361/915-422
Fax: 02361/915-421

Mo - Fr 08.00 - 20.00 h
opening hours of the service desk:
Mo - Fr 08.00 - 12.30
and 13.30 - 16.00

Please take into account that some services (e.g. advisory service, re-lending, payment of fees) can only be offered during the opening hours of the service desk.

The library staff will be pleased to help you with your queries about how to use the services offered by the library.

Do not hesitate to ask them!

How to use the WiFi

Instructions

for Windows 7

1. Open the control panel by clicking start and selecting control panel.
2. Select the settings for network and internet.
3. Click on view network status and tasks
4. Click on wireless network
5. Click on add new wireless network
6. Enter eduroam as a network name
7. Enter WPA2-Enterprise in the field network security

8. Enter AES in encryption type
9. Check the box if you would like to connect automatically, then click next
10. Now change the connection settings
11. Choose 'Security' and then select PEAP as 'method of network authentication'
12. Under 'Advanced Settings' you can now fill in your username ('matriculation number@w-hs.de') and your password

for Mac OS X

1. Activate 'airport'
2. Choose eduroam
3. Enter username and password, without changing any of the settings

for iPad, iPhone, iPod

1. Open settings and select WiFi
2. Select eduroam
3. Enter your username and press RETURN, this step is very important as it will not connect otherwise
4. Enter your password and press connect
5. Click on accept

for Android 2.x

1. Open settings and choose wireless network
2. Select WLAN-settings
3. Select eduroam
4. Please choose : 802.1x EAP: EAP-Methode "PEAP" for security settings
5. Please choose MSCHAPV2 for phase 2 authentication
6. Enter username and password and press connect

Help

Please do not hesitate to contact the staff in Room L0.06 or Mr Renneberg in Room L1.06 if you have any problems.

1. Please note that you might have to obtain password **and** the username from the library information desk and one can only connect to the internet using this data.
2. Please note that these instructions are only valid for the operating system's own WiFi software.
3. For further assistance in the use of alternative access software, please refer to the FAQs.

WiFi FAQs

I have the "Intel Pro/Set Wireless" installed on my PC, how do I access the WiFi? Profiles with this software cannot be created.

In this case, the software is only used as a diagnosis tool, it therefore blocks WiFi login. You can either uninstall the software or deactivate the service.

From where do I obtain my login data?

One can get login data from the information desk at the library.

The Software "Intel Pro/Set Wireless" is installed on my computer, how can I login using this programme?

One can manage profiles using this software. Make sure that your "Roaming Identity" is your username.

Service Set Identifier

The following SSIDs are operated by the Centre for Information Technology and Media:

EDUROAM (WPA, AES, PEAP)

A project that enables students and staff from different universities to use their WiFi-accounts at the respective campuses

FHGE-ZIM-STUD (WPA, AES, PEAP)

This SSID is an older version provided for the students of the Westfälische Hochschule.

FHGE-ZIM-INTRA (WPA-PSK)

This SSID is provided for the Staff.

FHGE-ZIM-WLAN (WPA2, AES, PEAP/EAP-TLS)

Please do not use! This SSID is being tested and switched off occasionally

How to print the NRW-Ticket

The NRW-Ticket allows you to discover North Rhine-Westphalia in buses, trams and trains. Printing the NRW-Ticket from home or from university is immediately possible by following a few simple steps.

Printing the NRW-Ticket from University

You need:

- Student ID and PIN (the PIN was handed over at registration)

In the libraries from Gelsenkirchen and Recklinghausen, keyboards were set up with an integrated smart card reader.

In order to reach your NRW-Ticket, please put your student ID card into the reader and open the following link: <https://nrwticket.w-hs.de>

Printing the NRW-Ticket from home

Do you want to print the NRW-Ticket at any time from home?

Please follow our step-by-step instructions:

Certificate for printing the NRW-Ticket

- Before you can print the NRW-Ticket from home, you have to fulfil some prior conditions:
- Installing the Mozilla Firefox web browser (which is supporting the Smart Card Bundle)
- Installation of the Smart Card Bundle
- A valid student ID to the Westfälische Hochschule
- You also need a standard smart card reader (offered for sale by ASTA)

Student ID of the Westfälische Hochschule

Normally, you will receive your student ID (in the form of a smart card) at the enrolment

Installing Mozilla Firefox

Access the Mozilla Firefox Website <http://www.mozillaeurope.org/de/firefox/>, download the latest version for your operating system, and install it.

Installing the Smart Card Bundle

- Download the first Smart Card Bundle from the Internet. Use the link: <http://box.w-hs.de/download/TOOLS/scb.exe>
- Start the Smart Card Bundle and install it in the desired directory.
- After the installation, please open your Firefox web browser and click on the menu 'Tools', then 'Preferences'
- Now go to 'Advanced', 'Encryption', then press the button 'Security Devices'
- Press the button 'Load'
- The 'Smart Card Bundle' Installation Path is now being prompted. Select 'openc-pksc11.dll' in the directory and confirm your selection.
- The installation of the Smart Card Bundle is now complete.

NRW-Ticket Certificate

- First put your student ID in your smart card reader.
- Type in your Mozilla Firefox web browser on the following link: <https://nrwticket.w-hs.de>
- Select the Authentication certificate from your Smart Card, then click the 'OK' button.
- Now select the appropriate semester for which you need the NRW-Ticket and press the button Download.

The displayed NRW-Ticket can now be printed or locally saved on your computer.

How to apply for exams

Virtual examination office - QIS

Open the following link to access your personal virtual examination office account:

<https://qis.w-hs.de>

Login

You get your password within two weeks before the first term of application.

To log in to your account, you need your matriculation number and the password. After your first login you should change the password.

Do not hesitate to ask for technical support under the following address:

qis@w-hs.de

Application and cancellation

1. Choose the link "Prüfungsan- und abmeldung"
2. Accept the terms and conditions by clicking „Ich akzeptiere“
3. You find all exams in the register, which you can apply to or cancel

Information about registered exams

By following the link "Info über angemeldete Prüfung", you get a list of all current exams you applied to.

Overview of grades

Click "Notenspiegel", to get an overview of your current grades. Official proofs and certificates are only given by Nadine Spahn from the examination office in room B3.3.02.

Address information

To change your address, email or phone number you have to click the button "Kontaktdaten".

In case of technical or comprehension problems, do not hesitate to ask Nadine Spahn for help.

University Language Centre / Sprachenzentrum

All courses in foreign languages have to register at the university language centre (Sprachenzentrum). Even courses you already chose in your JPR timetable. For examination, a registration on QIS is sufficient.

Go to www.spz.w-hs.de and register yourself. You will get a password and will be able to login. Furthermore you are able to access to the following information on the

- detailed course description
- information about cancelled courses
- room changes
- examination dates
- opening hours of the multimedia-labs
- contacts and office days
- access to the online registration for courses

For further information do not hesitate to contact Jutta Kellers-Pennekamp, the secretary of the language centre (0049 2361 915-600).

Adress of the language centre

Westfälische Hochschule
Campus Recklinghausen
Sprachenzentrum
August-Schmidt-Ring 10

45665 Recklinghausen

Module Descriptions and Lectures in English

Module Descriptions

Follow this link and find detailed information about all the modules of the department JPR in English:

[JPR Module Descriptions](#)

Lectures in English

In every semester the department offers a selection of lectures in English language:

Winter semester 2012/2013

	Course	Content	Credits	Lecturer
1	Debating Club (compulsory subject)	<ul style="list-style-type: none"> ○ News Analysis (Print, TV, Radio Broadcasting) ○ This program explains the importance of news and teaches how to use information to improve decision making. Presentations of news and discussion. 	3 ECTS	Prof. Dr. Janz/ Eirian Jones
2	International Market Communications Spring/fall Mondays 3.45pm – 6.15pm (compulsory subject) Introduction: 8th October: a) Prof. Dr. Weinacht: 15th and 22nd October	In this course, participants will gain an understanding of global market communication from a business perspective. You will be introduced to current topics and build upon casebook examples. This course is designed for those planning to pursue a communications degree with an emphasis on international	3 ECTS	Don Kirk Prof. Dr. Janz Andrea Wolf M.A. Prof. Dr. S. Weinacht

	<p>b) Andrea Wolf M.A. 05.11.; 12.11.; 19.11.;</p> <p>c) Don Kirk 26.11.;3.12.;10.12.;17.12</p> <p>Andrea Wolf M.A.</p> <p>d) 07.01; 14.01.;</p>	<p>communications, business or related fields.</p> <p>Course Objectives:</p> <ul style="list-style-type: none"> - You will enhance your global communication skills. - You will develop your analytical skills. - You will practice communication. 		
3	Moderationstraining/public speaking/recommendation speech	<p>“Making a good impression” – This lecture teaches how to conduct an interview or how to give a successful lecture.</p> <p>This class trains your debate communication skills in case you are in favor of improving public transportation forms and you like to persuade your listeners of the <i>opposite</i> side: We use numerous of exercises!</p>	3 ECTS	Prof. Dr. R. Janz/Mr. Dubiel
4	Social Media	Information about this important and modern issue of communication with numerous of examples	3 ECTS	A. Wahl
5	PR-Strategies fall – introduction	Aim is that the students apply the principles PR-Strategies presented during this course directly into practice by active participation as well in	6 ECTS	Prof. Dr. Güttler (pr-agency com.passion,

	<p>spring - advanced</p> <p>bi-lingual</p> <p>(optional elective)</p>	<p>group work:</p> <ul style="list-style-type: none"> ○ Structures of PR ○ Strategies ○ Operational Fields ○ Profit and Non-Profit PR ○ Issues Management ○ Risk-Communication ○ Objective Target ○ Evaluation 		Dusseldorf)
6	<p>Social Competence</p> <p>Fall</p> <p>(compulsory subject)</p>	<p>Aim is that the students apply the principles Social Competence presented during this course directly into practice by active participation as well in group work:</p> <ul style="list-style-type: none"> ○ Intercultural Competence ○ Techniques of Creativity ○ Time-Management ○ SWOT-Analysis ○ Conflict-Management ○ Small-Talk and Business Standards 	2 ECTS	Prof. Dr. Janz

		<ul style="list-style-type: none"> ○ Prejudices, Social Norms and Social Rules ○ Learn type-Analysis ○ Conference Management ○ Communication ○ Sociology/Psychology 		
7	Marketing Advanced Fall Marketing Intensive Spring (compulsory subject)	<p>Aim is that the students get an intensive examination of problem-field in Marketing. Thereby the students will discuss innovating marketing-concepts and recent marketing approaches:</p> <ul style="list-style-type: none"> ○ New Marketing-Types: Guerrilla-, Affiliate- & Viral-Marketing ○ Design a Marketing Plan ○ Types of Marketing Strategies ○ Social-Marketing ○ Market-Research within basics of social sciences ○ Product-Placement (Direct-Marketing) ○ Sales Promotion ○ Sponsoring 	3 ECTS	Prof. Dr. Janz/Don Kirk
8	Media Production (bi-lingual)	<p>The students are able to work with exemplary design and layout software which represents the market's currently used software. The students gain an insight on production process of media – from outline to final product. The students obtain the knowledge to handle assignments with printers, graphic designers and the</p>	5 ECTS	Prof. Dr. M. Liebig

9	<p>Project I – spring</p> <p>Project II – fall</p> <p>(compulsory subject)</p>	<p>editorial staff.</p> <ul style="list-style-type: none"> ○ Layout concepts, vector graphics, pixel graphics, style sheets ○ Color models, typography, file formats <p>The students realize projects for companies, authorities, unions and other institutions. This way they get in touch with the vocational practice and get the chance to socialize with potential employers. Unlike the academic editing the students work more independent. Some examples of these projects are:</p> <ul style="list-style-type: none"> ○ Revise and optimize the PR-work in companies and associations (profit and non-profit organizations) ○ Concept and design of web-sites for companies and associations (profit and non-profit organizations) ○ Design, research, writing and doing the layouts of the PR-flyer for a regional linked transport system ○ Shooting of advertising films for a mechanical engineering firm 	7 ECTS	Lecturer (Prof. Dr. Janz et al.)
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1 0	Project Week (one week in october 2011) (compulsory subject)	The students realize projects for companies, authorities, unions and other institutions within five days. In fact, the Project Week is quite similar to the Project II. In spite of less time, the students get the possibility to work term comprehensive and learn to stay in competition with the other teams.	2 ECTS	Lecturers (JPR)
1 1	Cross Cultural Management Techniques	Introduction; Workshop, Training,	3 ECTS	Prof. Dr. Rainer Janz Andrea Wolf M.A.
	In addition to the above we offer lectures that address the language and academic needs of students of Journalism and PR (spring and fall)			
	British studies (compulsory subject)	“British Studies” will examine some of the central cultural developments, history, and geography of the U.K. Special emphasis will be placed on such areas as cultural stereotypes, the political system, the economy, the media, trade unions and recruitment.	2 ECTS	Language Centre NN

	Language of meeting (compulsory subject)	This course attends in international oriented teams. The students will create PR-concepts and campaigns for companies, authorities, unions and other institutions. Rhetorical criticims.	3 ECTS	Language Centre Mr. Marc Weller
	German as a foreign language (compulsory subject)	Students use the opportunity to learn german as a foreign language	2 ECTS	Language Centre Mr. Nagel- Syben
Σ			ca. 46 ECTS	

Helpful further information

Studying in Germany

Under the following link you will find essential information about application, admission, accommodations and visa:

[Application process for exchange students](#)

Getting along in Gelsenkirchen

Under this link you will find helpful information about transport and accommodations in and around Gelsenkirchen:

[Guide for Exchange Students at the Westfälische Hochschule](#)