

## **Workshop notes**

**and**

## **Internship profile of the study program Marketing & Production – Media Worker**

**Workshop day: 24 May 2021**

### **Description of the study program:**

Graduates of the study program know how marketing works and what the audience wants, understand marketing communication and the ability to defend the interests of the brand. The study program also includes practical workshops and work in the school Press Center and the student communication agency. The study also includes internships in companies.

### **Workshop proceedings – notes:**

The workshop was divided into 2 parts. In the first one consisted of the project presentation, participants' introductions and a presentation of the "Design thinking" method. This was subsequently applied in the second part of the workshop, according to the methodology and manual, which is an appendix to this record.

Learning outcomes and activities were discussed and described in one specific internship - internships in the media (press or television). Attached to this record are "brainstorming" flipcharts, photos of participants and a table with outputs and activities.

## Learning outcomes and follow-up activities:

Learning Outcome	Learning Activity
<ul style="list-style-type: none"> <li>• <b>Learning Outcome 1:</b> <b>Orientace v typech produkční práce a organizaci práce</b></li> </ul>	<p>Activities:</p> <p>A1: Searching for relevant information, A2: Knowledge of audio-vision by type of industry A3: Orientation in related (production-related) professions A4: Acquisition of organizational skills, "issue management", the art of delegating, critical thinking</p>
<ul style="list-style-type: none"> <li>• <b>Learning Outcome 2:</b> <b>Orientace v právní základech a dalších aspekty činnosti</b></li> </ul>	<p>Activities:</p> <p>A1: Knowledge of contracts A2: Knowledge of license terms A3: Knowledge of copyright law A4: Knowledge of collective administrators and ways of dealing with them (Osa, Dilia, Intergram, OAZA)</p>
<ul style="list-style-type: none"> <li>• <b>Learning Outcome 3:</b> <b>Práce s „číslý“</b></li> </ul>	<p>Activities:</p> <p>A1: Budgeting of the entire production or marketing event A2: Orientation in the tax system A3: Setting fees and royalties</p>