

**MASTER EXCHANGE PROGRAM**  
**MEDIA & COMMUNICATION MANAGAMENT**

**MCM**

**FUDAN UNIVERSITY SHANGHAI, CHINA**  
**UNIVERSITY SALZBURG, AUSTRALIA**  
**UNIVERSITY VIENNA, AUSTRIA**

WS 2007/08

# Introduction

The **Sino-Austrian Center for Media & Communication Management (SIAC M&CM)**, founded in 2005 at the School of Journalism at Fudan University Shanghai, is a cooperation between the Fudan University in Shanghai, the International Foundation for Media and Marketing (under direction of Rudi Klausnitzer) and the Eurasia-Pacific Uninet (EPU) (under direction of Prof. Brigitte Winklehner). This cooperation should be recognized as an agency and organisational platform for a strategic cooperation in education and training for media and communication management in an international and intercultural context.

Therefore a Memorandum of Understanding for an academic cooperation in form of an international exchange programme, was signed on May 9<sup>th</sup>, 2005 between the three universities: Fudan University of Shanghai, University of Vienna and University of Salzburg.

The organisation of the Sino-Austrian Center for Media & Communication Management is based upon a feasibility study, upon interviews with experts in the fields of media and media science in China, as well as upon talks with representatives of the School of Journalism at the Fudan University in Shanghai. This study had been performed by Thomas A. Bauer (Department for Communication, Vienna), by Tom Herdin (FB KOWI Salzburg) and by Ursula Maier-Rabler (ICT&S Center Salzburg) in May 2005.

Ever since SIAC M&CM was founded, the establishment of an exchange programme has been under discussion and under construction. Supported by Eurasia-Pacific Uninet (EPU), established as a network in order to realize academic cooperation between Austrian and Far-East Asian academics the following programme could be finally developed.

## 1. Project Partner

The project consortium consists of the Fudan University, the University of Salzburg, the University of Vienna and the University of Applied Sciences in St. Poelten. The goal is to create and to run an exchange programme. The Eurasia-Pacific Uninet (EPU) supports the coordination of these academic institutions.

### 1.1. Cooperating Universities

#### **Fudan University Shanghai:**

School of Journalism, Fudan University, Shanghai

**Prof. Dr. YU Zhen Wei, Dean and General Secretary** (zwyu@fudan.edu.cn)

(Function: Consortium Member, Program Development)

**Amy ZHANG International Exchange officer** (zhanglz@fudan.edu.cn)

Fudan University School of Journalism

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(Function: Program Coordinator)

**K J YANG, Assistant** (kjyang@fudan.edu.cn)

(Function: Program Administration)

#### **Beijing Foreign Studies University (BSFU)**

**Prof. Dr. ZHANG Xiaoying**, Chair of Journalism Department (jane4922@sina.com)

**Prof. Dr. BAO Jiannu** (jiannub@gmail.com)

Assistant to dean of School of English)

### **University of Salzburg:**

**Univ. Ass. Dr. Tom HERDIN** (thomas.herdin@sbg.ac.at)

Institute for Communication Science

(Function: Consortium Member, Contact officer program Salzburg, Program Development, Lecturing)

**Ass. Prof. Dr. Ursula MAIER-RABLER** (ursula.maier-rabler@sbg.ac.at)

Centre for Advanced Studies and Research in Information and Communication Technologies & Society (ICT&S)

(Function: Consortium Member, Program Development, Lecturing)

### **University of Vienna**

Department for Communication at the Faculty of Social Sciences at University of Vienna

**O. Univ. Prof. Dr. Thomas A. BAUER** (thomas.bauer@univie.ac.at)

(Function: Consortium Member, Head of Program Vienna, Program Development, Main lecture)

Tel (secr. Helene Knoll) +43 1-4277 – 49335

Fax (secr.) +43 1 4277-49344

Mob (pers.) +43 664 1036136

**DI Christian Kuei WANG**, Assistant to Prof. Th.. Bauer (christian.kuei.wang@univie.ac.at)

(Function: Program Administration, contact officer program Vienna)

Mob +43 676 6287396

**Univ. Ass. DDr. Julia WIPPERSBERG** (julia.wippersberg@univie.ac.at)

(Function: Institutional and Legal Service, expert's lectures, excursion program)

**Mag. Patrick CHAB** (patrick.chab@univie.ac.at)

(Function: laboratory course)

## **1.2. Networks and Centres**

### **Eurasia-Pacific Uninet**

**Mario KOSTAL** (mario.kostal@sbg.ac.at)

(Functions: placement and coordination, budgeting (scholarships) , lobbying)

### **China Centre, University of Salzburg**

(Functions: Support Services for the Chinese Students, Administrative Support )

**(lucia.malfent@sbg.ac.at)**

### **Austrian Centre, Fudan University**

**Dr. Christopher Patrick REICHEL** (austriancenter@gmx.at)

(Functions: Support Services for the Austrian Students, Administrative Support)

### **Media & Marketing Academy**

**Rudi KLAUSNITZER** (prisca.frischenschlager@dmc.at)

(Functions: CEO- Seminars for Shanghai media executives)

## 2. Objectives of the Exchange Programme “Media & Communication Management“

### 2.1. Academic and Economical Relevance

The globalisation of science increases the competitiveness of students in the field of economy. Internationality in fact is a must especially in the fields of media and media management. China with its growth market is a big chance to satisfy mutual interests. Cooperation with China opens doors to its growth market, which is in the fields of media and media management still capable of development.

The Fudan University in Shanghai has a broad theoretical and analytical approach in the fields of media and marketing, which became obvious during the foundation of SIAC M&CM. The Austrian students therefore can widely benefit from the combination of these approaches at the Universities of Vienna and Salzburg. Resulting from talks and interviews in China, media companies demand from the graduates theoretical background and profound knowledge about social dynamics of media systems.

The objective of this exchange programme is first to combine the core competences of the following institutions: the School of Journalism at the Fudan University, the Department for Communication at the University of Vienna, the Institute for Communication Science at the University of Salzburg and the ICT&S Centers Salzburg (Center for Advanced Studies and Research in Information and Communication Technologies and Society) and second to provide the graduates with better chances in the international labour market.

With the establishment of an exchange programme with/in China the Universities of Vienna and Salzburg get the strategic chance to position themselves as international key players on the academic market.

Behind the idea to the exchange programme “Media & Communication Management“ lies the fact „sharing of benefits“, in which knowledge and competence of different perspectives in training and research on international level should be gained. The school of Journalism in China, with its core competences in the analysis of the Chinese media market and the economical communication system in China, had been very interested in European concepts of communication management and their development – even before the feasibility study. The Department for Communication at the University of Vienna will take over the aspects of media- and communication management, the Institute for communication science inserts the aspect of trans-cultural communication management, the ICT&S Center Salzburg the aspect of future IKT-developments in the fields of media- and communication management. The different research institutions and aspects lead to the added value for the Austrian and Chinese students.

### 2.2. Claim for Quality of the Exchange Programme “Media & Communication Management“

The academic cooperation (research and training) between the Austrian institutions and the Fudan University is (regarding content and strategy) focused on those social contexts (culture of economy), through which media and communication management forms a functional entity. In this sense, professional quality and international reputation of the whole project must be achieved through concentrating on the following three focusing perspectives (especially in research and training).

#### 2.2.1. Multi-Perspectives of the Exchange Programme

These Multi-Perspectives of the exchange programme “Media & Communication Management“ result from:

- **Economy:** Media- and communication management as economical topic (business administration and management, media economy)
- **Technology:** Media- and communication management as technological topic (Media- and communication technology, technology as resource of organisation, technology in socio-cultural context)
- **Culture:** Media- and communication management as cultural topic (Media- and communication culture, business culture, media- and business ethics, inter-cultural and trans-cultural aspects)

## 2.2.2. Trans-Culture as Programme Fundament

If we consider the multi-perspectives as a crucial factor of quality for the entire cooperation programme, then it becomes evident that in the academic parts of this cooperation programme lies a great challenge of trans-cultural competence as a postulate for mutual respect:

### - Trans-Cultural Dimension of Content

Awareness of the existing cultural differences between the countries regarding media- and communication culture; business culture; social, cultural and economical use of technology

### - Trans-Cultural Dimension of Cooperation

Perception of cultural differences between the academic systems (social and socio-political teaching and learning context, academic structures).

Differences in teaching methods, differences in the academic systems

## 2.2.3. Program Development from EP to DDP

The Study program "Media & Communication Management" was supposed to start as a Double Degree Program (DDP) in cooperation between Fudan University Shanghai and the two Austrian Universities Salzburg and Vienna. As it appears the formal and administrative (accreditation by rectors and senates) process at the side of the Austrian universities did not proceed as fast as the consortium members thought it would. That is the reason why the project is now (fall 07) starting formally as an Exchange Program (EP). Meanwhile the process of formalisation will go on. There is the goal to shift over to a Double Degree program by Oct. 08. All students from China and Austria who enrolled 2007 in the exchange program will be given the opportunity to enter the DDP as soon as it will be established. The DDP lasts 4 semesters (one semester mutually abroad, two semesters online-based program with tutorial assistance, last semester cooperative thesis, optional internship abroad – see below). According to internal agreements probably Salzburg university will overtake the role of establishing the DDP, the students from Vienna university will be given the chance to participate under the same conditions as all other partners. Until that status is not reached the program will run as EP.

## 2.3. Focusing in Content of the Exchange Programme "Media & Communication Management"

Media- and communication management deals with topics of planning, organisation and management in the sector of media- and communication as well as with the broad spectrum of media- and IKT-application as an instrument of information, of communication and of operating. Media- and communication management implies also media-economical and industrial-economical considerations on specific structures of media- and communication products and on functionality of media- and communication markets. Thereby the theories and models of strategic corporate communication gain elementary significance. Media- and communication management must contribute in development and improvement of market- and social- compatible competitive strategies for media- and communication sector.

### Survey:

- Management questions of common (publishing, broadcasting) and new media companies (digital media) as well as use of traditional and new media in all companies and organisations
- Analysis of controlling, financing, regulation and distribution of von media products such as magazines, newspapers, books, film or music, and IKT-services
- Analysis of management of digital media products and -services
- Use of new media in economy and society– innovative communication within companies, eBusiness, Knowledge Management

### Main topics:

- Interdisciplinary basics: global development trends in economy, basic principles regarding products, markets and companies, especially management of common media companies, communication scientific principles and knowledge management

- Trans-cultural communication management, influences of society and culture on media products
- Management of digital media products and –services: software, databases, financial information, online magazines, interactive services (online forums), information services, multimedia products; actual IKT-developments, IKT-based management information systems, CMC – computer mediated communication
- social impacts of actual IKT-developments
- Use of media in companies: electronic business, knowledge management; IKT as determinant of structural changes in economy; strategic management, technological strategies and company organisation; management of business processes; IKT in strategic and operative management
- politico-economic conditions of information economy
- demands for regulation in context of ICT

### 3. Institutional and organisational Conditions

The already mentioned cooperation consists of four blocks:

- **Exchange Programme** (Double Degree) “Media & Communication Management“ (Start as EP: October –November 07 Vienna, December07-January 08 Salzburg)
- **Research:** PhD Student Exchange (Start WS 07/08)
- **Joint Research Programmes** (work in progress)
- **College:** Summer School, Executive Training Programme ( MCM Academy)

#### 3.1. Exchange Programme “Media & Communication Management“

This available exchange programme concept “Media & Communication Management“ is the most socio-political sensitive element of the whole project cooperation. The proposals had been developed out of the results of the feasibility study in 2005. Besides the already mentioned Quality Conditions and terms of content, further essential points in the cooperation always has been noted.

- Mutual balanced participation of programme conception and curriculum development
- Mutual benefits from research programme
- Mutual Respect for the study programmes

##### 3.1.1. History

2004:

Establishment of the cooperation between the Fudan University, Shanghai, the International Foundation for Media and Marketing (under direction of Rudi Klausnitzer) and the Eurasia-Pacific Uninet (EPU) (under direction of Brigitte Winklehner)

2005:

Execution of the feasibility study and adoption of the Memorandum of Understanding between the Universities Fudan (Prof. Dr. Yu Zhen Wei), Vienna (Univ. Prof. Dr. Thomas A. Bauer), Salzburg Univ. Ass. Dr. Tom Herdin) and the ICT&S Center Salzburg (Ass. Prof. Dr. Ursula Maier-Rabler)

2006:

Development of the curriculum for the exchange programme, presentation of this programme in Beijing on May 26<sup>th</sup> 2006 within the EU-China Congress “EU-China Cooperation on higher education” by Univ. Ass. Dr. Tom Herdin

2007:

Execution of the research project „Change of Values “ (Univ. Ass. Dr. Tom Herdin)

April 16<sup>th</sup> until 29<sup>th</sup> 2007: Short Term Guest Lectures Univ. Prof. Dr. Thomas A. Bauer University of Vienna at the School of Journalism / Fudan University Shanghai (Current Situation of Media in Europe: Consistency and Change; Media Literacy: Educational and Cognitive Substructures of a Communication Society)

Visiting Lecture Prof. Thomas Bauer at Fudan University Shanghai in April 07 (topic 1:European Media Landscape, topic 2: Media Competence)

Assessment Interviews with students from Fudan University and Beijing Foreign Studies University (Prof. Thomas Bauer). Result: 16 studentes from Fudan University (School of Journalism, Management School, , School of Economics), 2 from BFSUZ (Beijing Foreign Studies University (School of Journalism)

June 20<sup>th</sup> and 21<sup>st</sup> 2007 Kick-Off event at the Fudan University: Conference of experts „China's Changing Values and its Impact on Society, Culture, and Economy -An East-West-Perspective” application and selection procedures at the universities for the exchange programme

### **3.1.2. Schedule**

#### **SS 07**

Assessment and nomination of 20 Students from Universities Vienna (12) and Salzburg (8)

#### **WS 07/08:**

Exchange:

15 - 20 students from Fudan University / BFSU in Austria

October/November 07: Lectures for Chinese students and Vienna students who apply fro the exchange program at the University of Salzburg,

Excursions to Media Organizations and EU organizations in Munich and Brussels,

December 07/January 08: Lectures for Chinese students and Salzburg students who apply for the exchange program at the University of Vienna,

Excursions to Media and International Organizations in Vienna, Prague, Budapest

#### **Buddy System:**

The selected Austrian exchange students are the so called “Buddies” for the Chinese exchange students. This system makes it easier for the Chinese students to integrate into the regular programme of the host institutions.

#### **SS 08**

Exchange:

15- 20 students from Vienna and Salzburg at Fudan University in Shanghai

Programme: cycle of lectures (experts with practical experiences)

2 special seminars, 1 exercise course, further lessons from the scheduled programme

Excursions to Media Organizations in Beijing, Hong Kong

### **3.1.3. Further Planning: Extension of the Exchange Program to a Double Degree Master Program**

**In case of an extension to a Doubler Degree Program the program would proceed with:**

All students from Austria (Salzburg and Vienna) would attend all classes given for the Chinese students in the first semester in Salzburg and Vienna, all Chinese students would attend the classes given at Fudan University for Austrian students in second semester

**WS 08/09:** E-learning Module Shanghai – Vienna – Salzburg

Plan: Start for the next cohort

**SS 09: Thesis (Diploma) in trans-national consideration / Analysis**

### 3.1.3. Curriculum of the Austrian Universities WS 07/08

Type	Title	ECTS	Lecturer	Duration	Place
VO	Insights into and Analysis of Austrian and European Media Management Practice: 6-7 lectures	2	Joint lecture of multiple experts	October/November	Vienna
MS	Theory and Analysis of Organization and Management in Media	10	Thomas Bauer	October/November	Vienna
UE	Practice of Research,, Methodology, scientific work,	4	Julia Wippersperg	October/November	Vienna
PK	Practices of Media and Communication Management (Excursions and Reflections: Vienna, Budapest, Prague, Bratislava)	6	Thomas Bauer / Julia Wippersperg	October/November	Vienna, Prague, Budapest, Bratislava
UE	Project Seminar International Public Relations	4	Patrick Chab	October/November	Vienna
misc.	2 optional lectures (out of the regular curriculum of the host university); Buddy System	x	IPKW lecturers	October/November	Vienna
VO	Insights into and Analysis of Austrian and European Media Management Practice: 6-7 lectures	2	Joint lecture of multiple experts	December/January	Salzburg
MS	Cultural and socio-technical aspects of Communication Management	10	Tom Herdin / Ursula Maier-Rabler	December/January	Salzburg
PK	Practices of Media and Communication Management (Excursions and Reflections: Salzburg, Munich, Brussels)	6	Tom Herdin / Ursula Maier-Rabler	December/January	Salzburg
misc.	2 courses of free choice (regular lectures in English at host universities; buddy-system)	x	IFK lecturers	December/January	Salzburg
	Practices of Media and Communication Management (Excursions and Reflections: Vienna, Budapest, Prague, Bratislava)		Tom Herdin, Ursula Maier-Rabler	December/January	Salzburg, Munich, Brussels

### 3.1.4. Curriculum of the Fudan University SS 08

Fundamental Courses			
Name of Courses	Credits	Category	
Basic Chinese: China Culture	4	Compulsory Course	J-school
Specialty Chinese Media and Communication in China (3credits)	3	Compulsory Course	J-school
Chinese Politics (3credits)	3	Cross Subject Courses	International Relations School
Specialized Fundamental Courses			
Chinese Journalism: Ideas, Practice and Traditions (3credits)	3	Specialized Fundamental Courses	J-school
Specialized Degree Courses			
Covering China (2credits)	2	Specialized Degree Courses	J-school
Optional Courses			
Chinese Broadcasting: An overview of Industry and Programming (2credits)		Optional Courses	J-school
A Study on Chinese Documentary (2credits)		Optional Courses	J-school
CMC and New Media (2credits)		Optional Courses	J-school
Cross Subject Courses			
Research Topics on China's Economy (2credits)	2	Cross Subject Courses	International Relations School

### 3.2. Doctoral Exchange Programme

Ms. Ping ZHANG is the first exchange student from China and will study at the University of Vienna (Supervising Prof. Dr. Thomas A. Bauer), starting with the winter semester of 2007/08.

Students from Austria who are interested in doing a PHD with an exchange module are welcome to get in contact to the J-School at Fudan University Shanghai. The thesis, of course, should by any reason relate to the China media landscape.

### 3.3. Joint Research Programs

Conference of Experts on June 20<sup>th</sup> and 21<sup>st</sup> 2007

“China's Changing Values and its Impact on Society, Culture, and Economy - An East-West-Perspective”

Research Project „Values“ Univ. Ass. Dr. Thomas Herdin, Institute for Communication Science, University of Salzburg

Fudan - PHD student Mrs. ZHANG Ping research fellowship at university of Vienna Oct 07 – Feb 08

### **3.4. Summer School**

(in progress, in cooperation with SMBS)

## **4. Administrations and Budgeting**

### **4.1. Administration of the Exchange Programme “Media & Communication Management“**

#### **Fudan University Shanghai**

FU in general and the School of Journalism at the FUZ (“J-School”) are highly recognized and reputed institutions, now existing since 1911, resp. 76 years. The J-School holds at 1200 students, but disposes of a large area at the Fudan Campus as well of a brand new huge studio building and a training centre for journalists provided by Shanghai Media Group.

See more: [www.fudan.edu.cn](http://www.fudan.edu.cn)

#### **Recognition of the study program abroad**

- in case of fulfilling the ECTS program, the semester abroad will be mutually recognized
- students who attend the program will have a special certification for an international program in media and communication management. In case this program will be upgraded to a Double Degree program after a first cycle, the students who enrol in that program will finish their studies as a Master in Media and Communication management certified by the three universities
- There is no further or special tuition fee to be paid –not in Shanghai, not in Salzburg or Vienna

#### **Accommodation Outgoing Students Vienna and Salzburg**

The universities of Vienna and Salzburg have supporting programs (OEAD, university joint study scholarships) and are prepared to give a scholarship in order to support travel costs (approx. € 500) and accommodation costs (approx. 300 per month) for an exchange program that lasts more than three months.

Travel costs Vienna-Shanghai : approximately € 800 – 900

Accommodation and living in Shanghai : per month approximately € 700

(Fudan University Campus, Mensa etc)

For organizational questions Aimy Zhang ( [zhanglz@fudan.edu.cn](mailto:zhanglz@fudan.edu.cn)) and K J Yang ( [kjyang@fudan.edu.cn](mailto:kjyang@fudan.edu.cn)) at Sino-Austrian Centre at Fudan will be responsible.

#### **Travel Outgoing Students**

Outgoing students will organize their travel and accommodation expenses by themselves. For organizational questions Aimy Zhang ( [zhanglz@fudan.edu.cn](mailto:zhanglz@fudan.edu.cn)) and K J Yang ( [kjyang@fudan.edu.cn](mailto:kjyang@fudan.edu.cn)) at Sino-Austrian centre at Fudan will be responsible.

Procedure for getting the Visa for more than three months will be clear in time

#### **Excursions**

- will be coordinated by Sino-Austrian Centre
- preparation and planning of the excursions by Tom Herdin and Ursula Maier-Rabler in

#### **Tuition Fee for Incoming Students**

- there is no extra tuition fee to be paid ( regulation of exemption)
- concerning the “studiengebühr” at university of Vienna still has to be clarified with Vienna university administration

## 4.2. Administration of the Exchange Programme “Media & Communication Management“ in Vienna and Salzburg for incoming students from China

The Department for Communication at the Faculty of Social Science at the University of Vienna was founded 19942, now holds at about 6500 students, offers a study program analyzing the relationship between media and society, especially on journalism, public relations, advertisement, media and communication management, media economy, media society, media education, European public sphere, intercultural communication, media and communication history, media philosophy, media law, media psychology, media politics.

### Contact:

For all questions contact: Helene Knoll, Office Prof. Thomas Bauer  
+43 1 4277 – 49335 (helene.knoll@univie.ac.at)  
Christian Kuei Wang MSc, study program assistant to Prof. Thomas Bauer  
Mob +43 676 6287396 (christian.kuei.wang@univie.ac.at)

### Recognition of the study program abroad

- in case of fulfilling the ECTS program, the semester abroad will be mutually recognized
- students who attend the program will have a special certification for an international program in media and communication management. In case this program will be upgraded to a Double Degree program after a first cycle, the students who enrol in that program will finish their studies as a Master in Media and Communication Management (Msc) certified by the three universities
- There is no further or special tuition fee to be paid –not in Vienna, not in Salzburg

### Accommodation Incoming students from China

The universities of Vienna and Salzburg will support all students to find a place for living – maybe in students dormitories, in living community apartments with other students or in youth hostels. When students come from China to Vienna (Sept. 30), everything should be prepared,  
Accommodation costs in Vienna : approx.. € 300 per month  
Living costs in Vienna / Salzburg : approximately € 500 per month

### Excursions

these is the plan to organize four excursions in Austria  
Vienna University: Media companies in Vienna and Prague (CZ), maybe Budapest (HU)  
Salzburg University: Munich(DE) and Brussels (BE)  
Procedures for getting the Visa for on-Schengen countries have to be clarified  
Travel costs for excursions are extra charge  
Responsible in Vienna.: Christian Kuei Wang and Julia Wippersberg (julia.wippersberg@univie.ac.at)  
Responsible in Salzburg : Dr. Tom Herding (thomas.herding@sbg.ac.at)

### Tuition Fee for Incoming Students

- there is no extra tuition fee to be paid ( regulation of exemption given by letter of invitation)

## 4.3. Program Vienna Oct / Nov 07

Arriving students from Shanghai / Beijing: on Sept. 30, reception at Vienna airport, organization of accommodation by buddy students Vienna

Oct 3<sup>rd</sup> , 13.00 – 16.00 First session lecture Prof. Thomas Bauer at Department for Communication, Schopenhauerstr. 32. 2<sup>nd</sup> floor, Seminarraum

Oct 3<sup>rd</sup>, 18.00: official reception at the university main building (rectory)

The courses lectured within the exchange programme “Media and Communication Management” are offered to all students, who are enrolled in the MCM program. Teaching language is English. The students from China will have the opportunity (recommendation) to attend a course on German language at the university of Vienna (special information will be given )

Nov 26<sup>th</sup>: China students will move to Salzburg

#### 4.4. Actual information (July 07) - MCM Vienna Term

Note: **Invitation letters** from the University of Vienna were sent to the Austrian Centre in Shanghai. The letter will be available at Dr. Patrick Reichel's office by July, 25<sup>th</sup>.

Note: **List of literature** for the Vienna module / lecture by Prof. Thomas A. Bauer will be announced in August.

Note: **Accommodation** – search in progress, will be published in time

Note: **Lunches** – The Mensa organization has delivered vouchers for a 2 Euro discount per voucher and meal for every Chinese student

#### Provisional programme for Vienna stay

<b>August, 1st</b>	Start of the Buddy Programme (10 Viennese Students and 18 Chinese Students)
<b>September, 30th</b>	Informal welcome and gathering of the Chinese students by Univ. Prof. Dr. Thomas A. Bauer and the Viennese students (Buddies)  Location: Open Time: Open
<b>October, 3rd</b>	Official welcome of the Chinese students  With Vice-Rector Univ. Prof. Dr. Arthur Mettinger Chair of the Department of Communication Univ. Prof. Dr. Hannes Haas Univ. Prof. Dr. Thomas A. Bauer S.E. Lu, Ambassador of the Peoples Republic of China And others  Location: Senatsitzungssaal, Main Building of the University of Vienna, Dr. Karl Lueger Ring 1, A-1010 Vienna Time: 6.00pm – 8.00pm
<b>November 26th</b>	End of programme and stay in Vienna
<b>Study Programme Vienna</b>	
<b>Univ. Prof. Dr. Thomas A. Bauer</b>	Lectures (title open)  Location: Seminar Room, 2 <sup>nd</sup> floor, Department for Communication, Schopenhauerstrasse 32, A-1180 Vienna Dates: October 3 <sup>rd</sup> , October 10 <sup>th</sup> , October 24 <sup>th</sup> , November 11 <sup>th</sup> and November 21 <sup>st</sup> Time: 12.00pm – 3.00pm (with short break)
<b>Univ. Ass. DDr. Julia Wippersberg</b>	Lectures with guest experts and field studies  Location: open Excursion (provisional): ORF – Austrian Broadcasting, APA – Austrian Press Agency, SevenOneMedia, newspaper companies, Munich, Prague Dates: open
<b>Patrick Chab, MA</b>	Application-oriented lecture: International Public Relations  Location: Seminar Room, 2 <sup>nd</sup> floor, Department for Communication, Schopenhauerstrasse 32, A-1180 Vienna Dates and times: November 14 <sup>th</sup> (12.00pm – 3.00pm), November 15 <sup>th</sup> (8.30am – 1.00pm), November 21 <sup>st</sup> (12.00pm – 15.00pm), November 22 <sup>nd</sup> (8.30pm – 1.00pm)