



Welcome!

to the Institute for Journalism and Public Relations



Westfälische
Hochschule



Institut für
Journalismus und
Public Relations



Welcome to JPR!

A warm Welcome to our future students of Journalism and Public Relation! Join us here in Gelsenkirchen and be part of our JPR family.

JPR is the short term for Journalism and Public Relations. But it means so much more to its students and professors. JPR is family, it is growth, and it means supporting each other no matter what.

You will experience all that whilst studying at Westphalian University of Applied Sciences in Gelsenkirchen. The JPR variety of classes and courses have a reputation of being practical and personal. In addition, our institute is well known due to the various cooperations we have in the media field.

If you decide to study at WHS be aware that you will not just gain profound knowledge regarding the media sector – you will also gain friends that will last a lifetime, professors who become mentors and will guide you through hard times and a network that will provide your career in the best matters.

Join JPR and gain a family!



Prof. Dr. Dr. h.c. Rainer Janz

International Representative of JPR

“The JPR institute is an open-minded family who is excited to welcome international students here in Gelsenkirchen. Our combination of Journalism and Public Relations is quite unique and offers various possibilities and experience for its students.”

To optimize the global relations of our JPR institute, Professor Rainer Janz is our international representative in matters of international students and cooperation's with various Universities around the world.

As a travel enthusiast, Professor Janz loves to form new cooperations with Universities and keep personal contact with the responsible representatives. He is eager to keep a professional

and good functioning Network to the cooperating Professors.

His tasks include welcoming and instructing international students and providing a helping hand if needed.

“Join us here in Gelsenkirchen for an innovative and communicative degree, where you will gain unique experiences and lifelong friends.”

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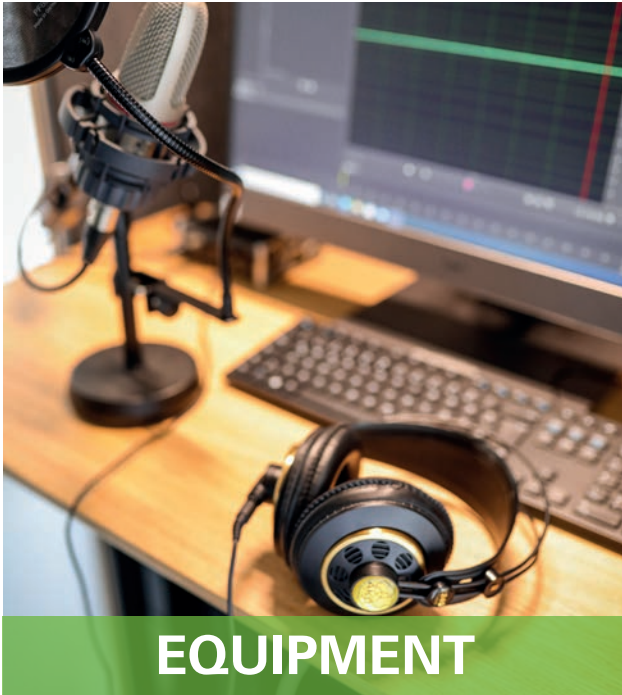
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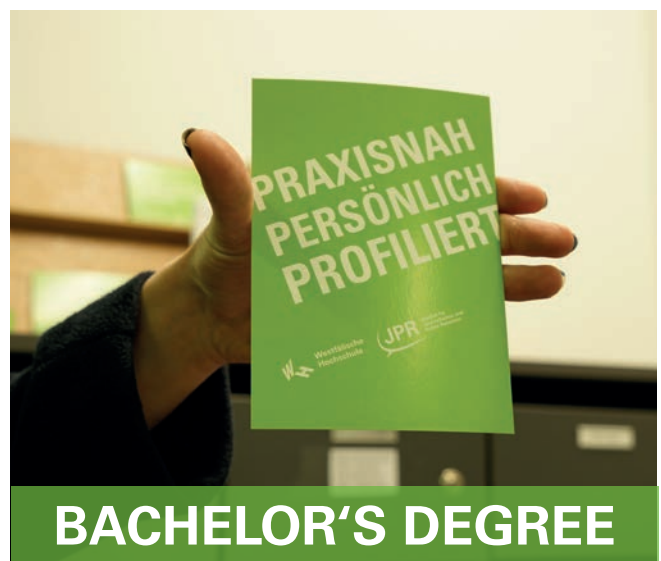
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EQUIPMENT



International Office



BACHELOR'S DEGREE



STUDENT LIFE



PROJECTWEEK



EVENTS



1.1 Bachelor degree

To study JPR, students who live in Germany have to complete a 12 week internship in a journalism or public relations field.

During the first semester of the Bachelor degree program, theoretical foundations are laid within introductory courses.

Along with the general classes like media law, economics and politics, students will get the chance to learn and work with Adobe programs like Photoshop, Illustrator and InDesign.

During their studies students will learn the most important aspects in writing articles and reports as well as how to design a website or a magazine, how to create and direct a short video or podcast and how to interview someone as well as many other necessary skills.

They get the chance to participate in projects for companies, as well as learn how to manage and organize them to gain real-world experience.

After four semesters students get to choose which part of the major they want to focus on.

If they choose Journalism they will focus on economical journalism and its practical work while Public Relations focuses on marketing and working in groups on small PR related projects.

After getting the required credits, students will start writing their Bachelor degree thesis, so they can finish their studies and either choose to continue with a masters degree or start their work in the media industry.

1.2 History

The institute of Journalism and Public Relations or JPR was founded in 2005 at Westphalian University of Applied Sciences in Gelsenkirchen.

This course was previously initiated in the year 2000 under the name "Journalism and Technique-Communication" but now it continues with some special and unique characteristics.

Since 2015 the JPR institute offers a Master degree of Communication management.



1.3 Former Students

Studying Journalism and Public Relations offers our students all kind of jobs in the media industry. For example, they will be able to find jobs in journalism, like Jonas Burgwinkler or work in the PR sector like Lynn Cherubin. Other former students also found jobs in Marketing, Media Design, Radio, Print, Television or as a Social Media Manager.

Jonas Burgwinkler

Freelancer at NRZ/WAZ and
freelance author at WDR
Bachelor degree: 2022



Where do you work and what are your responsibilities?

„I am a freelancer at the NRZ/WAZ local editorial office in Moers and a freelance author at WDR in Essen. I write newspaper articles for the NRZ and I make television reports for the WDR - both preferably in the cultural sector. I often go to the theater for the NRZ and present the many cultures that come together in the Ruhr area for the WDR.“

What did you like most about studying JPR?

„What I liked most about studying JPR were the practical courses: from the Adobe programs to the writing courses. I gained a lot of important knowledge that I can use in my everyday work. Like planning a shooting for television reports and post-processing for social media.“



Lynn Cherubin

Ploya GmbH - Start-up for digital
recruiting-solutions
Bachelor degree: 2021

„What I liked best about studying JPR were the courses and projects in which we could work with real companies on real projects. I learned a lot about myself and the work as a PR person and in the end you had a real and presentable product.“

Where do you work and what are your responsibilities?

„I am responsible for all external communication in our company and our customers' employer branding campaigns. In a small start-up, this includes a wide range of tasks: preparing trade fairs, designing all means of communication and media, writing texts for the website, our blog and other documents,

looking after the social media channels and project management for internal projects and customer projects.“

Do you have any tips for students thinking about joining JPR?

„Above all: Enjoy your time! Discover the Ruhr area, make new friends and use the time in Gelsenkirchen to have unique experiences.“

2.1 International courses

Presentation techniques/skills

Course length: 1 ½ h, every week
Lecturer: Prof. Dr. Dr. h.c. Janz
Credits: 3 ECTS

Short Overview: This lecture teaches how to make a good impression, no matter if it's during a job interview or a work related presentation. You will be taught methods and strategies in how to make yourself and various topics presentable.

International Market Communication

Course length: 1 ½ h, every week
Lecturer: Prof. Don Kirk
Credits: 3 ECTS

Short Overview: Participants will gain an understanding of global market communication from a business perspective. You will be introducing current topics and enhance your global communication skills.

Marketing advanced

Course length: 1 1/2h every week
Lecturer: Prof. Dr. Dr. h.c. Janz
Credits: 3 ECTS

Short Overview: The course will give the students a detailed insight in today's market and marketing situation. It will focus on the practical application of market methods and strategies.



Social Competence

Course length: 1 ½ h, every week
Lecturer: Prof. Dr. Dr. h.c. Janz
Credits: 2 ECTS

Short Overview: The students will learn to apply the principles of social competence presented during the course. The participant will take a deep dive in intercultural competence, techniques of creativity, time-management and communication in general.

Debate Club

Course length: 1 ½ h, every week
Lecturer: Prof. Don Kirk
Credits: 3 ECTS

Short Overview: It teaches you to analyze Print, TV, Radio broadcasting and make decisions based on the methods and techniques you are going to study during the course. Your expertise in your decision making and how to lead a discussion/debate improves.

Social Media Market Communication

Course length: block seminar
Lecturer: Daniel Heinen
Credits: 3 ECTS

Short Overview: The goal is to show students how to use social media channels to communicate their messages. Aim is to create a blog and increase the visibility of it through comments on external blogs and other techniques.

Environmental communications

Course length: 1 ½ h every week
Lecturer: Prof. Don Kirk
Credits: 3 ECTS

Short Overview: In this course participants will gain an understanding of environmental communications. Participants will be introduced to terminology and concepts that relate to the construction of environmental issues.

Disclaimer: All courses listed above are changing depending on the season/semester. Not all courses are available the whole year for you to participate in. The lecturers are changing depending on capacity.



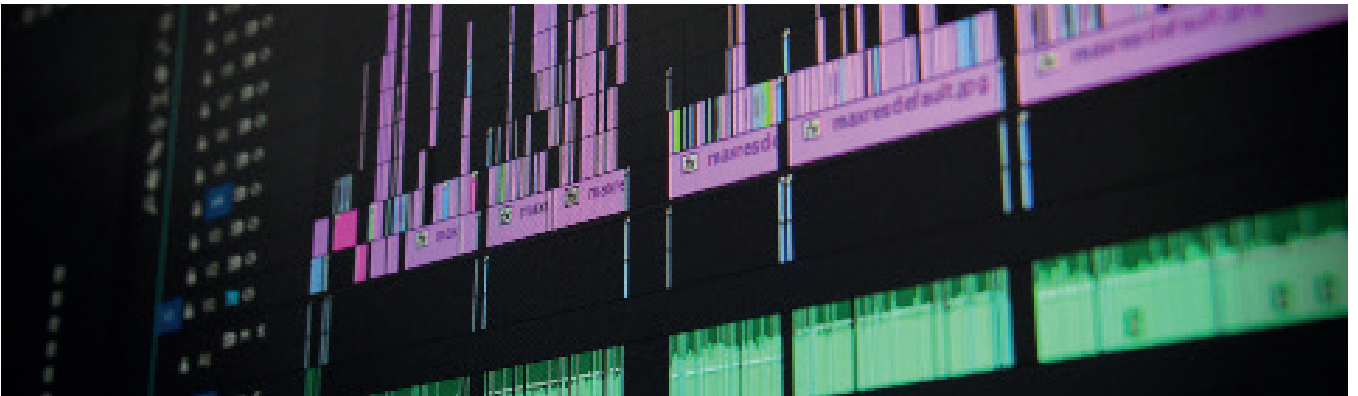
2.2 Equipment

As part of our practical studies, students learn how to produce content. Whether image films, photography or podcasts - the various media formats require special equipment, which is accessible for all JPR students.



The equipment includes:

- Photo and video cameras
- Audio recorders
- Microphones
- Camera and light stands
- Lighting equipment
- Accessories





2.3 Semester Project

In JPR, practical work is a big part of our student life. Courses and classes apply a practical orientation. In the 6 semesters of studying JPR a student will participate in two projects called Project 1 and Project 2. International students who stay 6 months will normally join one project and participate in the groupwork. The students realize projects for companies, authorities, unions, and other institutions. This way they practice their organizational skills and get the chance to socialize with potential employers. Unlike the

academic classes the students work more independently.

Some examples of work tasks of these projects are:

- Revising and optimizing the PR-work in companies and associations (profit and non-profit organizations)
- creating a concept and design of websites for companies and associations (profit and non-profit organizations)
- Design, research, writing and doing the layouts of the PR- kit
- Shooting of advertising films for a mechanical engineering firm

Course length: 1 ½ h
meeting every week +
Work assignments
Lecturer: Every project
has a different supervisor
– can be a Professor or
someone from the field
Credits: 6 ECTS

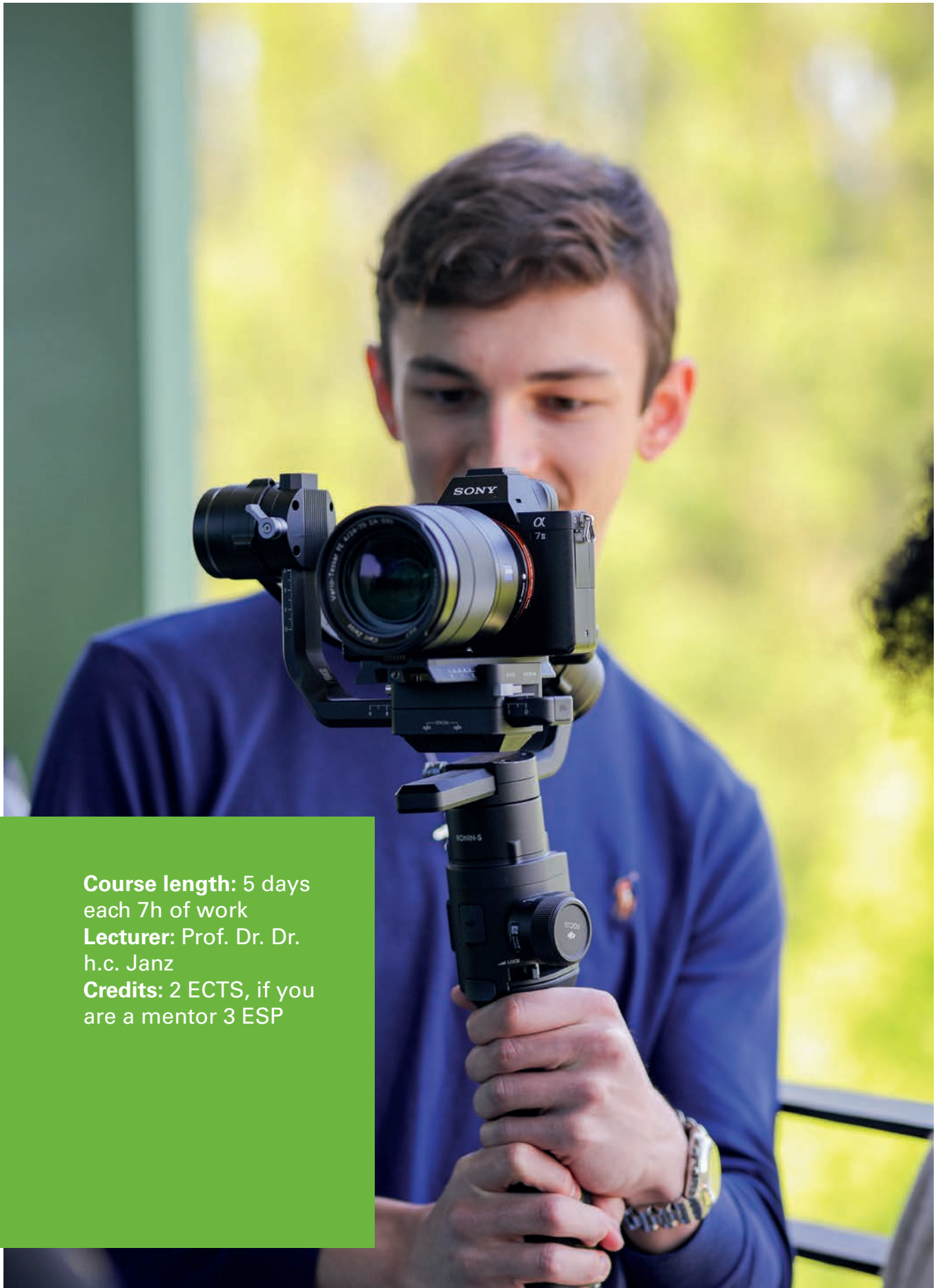




2.4 Project Week

Every year our institute organizes a project week in cooperation with a companies' authority, union or other institutions. During project week students' regular classes are put on hold while they work in a team to complete a project within five days. The task is to handle the client's needs, like designing social media, interviews and spreading awareness towards the client's requirements and background.

They compete with other groups to prove they have the best ideas and concepts for the week. After four days of work, the results are presented to a jury, who then decides which project they like best. Project week has a lot of advantages for the students, like learning how to work in a team and how to work under pressure. After the week is over, classes resume and the semester continues on as normal.



Course length: 5 days
each 7h of work
Lecturer: Prof. Dr. Dr.
h.c. Janz
Credits: 2 ECTS, if you
are a mentor 3 ESP

2.5 Former Exch



Cassandra Naomi Julia Ndoen

From Jakarta, Indonesia, JPR student in summer semester 2022

"Learning in WH not only gives me an opportunity to learn academically, but also to gain experiences and international exposure which allows me to become more adaptive and have a lot of cultural insights. Joining the exchange program in WH is one of the best decisions I've made because I had a good time, friends, and the most important thing is to have the chance to see the world in a different perspective."



Eva-Maria Oltenau

From Romania, JPR student in summer semester 2022

"Choosing Westfälische Hochschule as my Erasmus exchange experience was probably one of the most inspired decisions I have made. It goes beyond the practical university curriculum and open-minded teachers that made the classes a pleasure to be in. I met a handful of amazing people, from all over the world that made Gelsenkirchen feel like home for the entire 6 months spent there. I couldn't be more grateful for all the great times that we shared, that now turned into memories that will forever keep us a big international family."

Exchange Students

Zefanya Aldriana Eunike

From Jakarta, Indonesia, JPR student in summer semester 2022

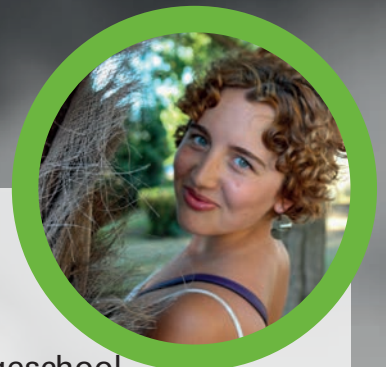
"I gained new experiences about the learning methods in Germany. It is different from my home university and they always have some events on weekends for the international students such as going to another city, museum, amusement park, etc. So I have more knowledge about Germany and it was amazing!"



Mara Claes

From Antwerp, Belgium, JPR student in winter semester 2022

"Hello, my name is Mara and I study journalism at AP Hogeschool in Antwerp, Belgium. I chose to study JPR at Westfälische Hochschule for my Erasmus exchange, because I really like the mix of journalism and PR the school offers. I now get to experience and study subjects that weren't available to me in Belgium. The courses are really interesting, the campus is great and I'm really loving my stay here in Gelsenkirchen!"



3.1 International Office



As WHS is an internationally oriented university, our members work hard to maintain and continuously collaborate to create new international partnerships and relations. We welcome new students from all over the world every semester. Cultural diversity is promoted through various initiatives and events organized by the International Office.

As an JPR incoming you will often visit the International Office which gives advice and offers support with technical questions or personal concerns. IO members advise and counsel you in the academic process. This applies to exchange students from WHS partner universities or students wishing to pursue a full degree here. The international office also hosts many events so you integrate into the new multicultural environment easily.



The orientation week takes place just before the start of the courses. Orientation week may sound like a trip to a nearby city or capital city, getting to know each other through board games and barbecues, fun games, or getting to know the university through interactive presentations. During the semester, many get-together events take place as well.

3.2 International Professor

As an international student you are sure to meet one of our other english speaking profesors, next to Rainer Janz, Don Kirk.

Mr. Kirk is a university lecturer, business journalist, and communications specialist. He teaches global market communications, management consulting, and managerial decision making at universities in Cologne and Gelsenkirchen.

As a member of the JPR Family, Mr. Kirk has been teaching global communications since 2011. He particularly enjoys teaching environmental journalism.



"As a business journalist I have had the great opportunity to report about the birth of the European Union, the fall of the Berlin Wall, German reunification, and social, political and economic reforms of Eastern Europe. My primary focus has always been corporate risk. Our changing world requires young talented journalists and communicators who are not afraid to tackle difficult topics, including Climate Change. At JPR we have a unique learning environment that allows such engagement."

4.1 Student Life

Welcome to the campus!

Student life is not always easy. Every student has probably experienced this during the exam phase. But to help and motivate our JPR students the JPR institute offers a lot of support through workshops or student events. Their goal is to keep the students motivated through the semester and offer a helping hand if needed.



If you decide to be one of the new JPR students, your next step is to find yourself a suitable housing.

The Akademische Förderungswerk or AKAFÖE is the official housing provider for WHS. They own dorms in Gelsenkirchen, Recklinghausen, Heiligenhaus and Bocholt.

They offer a wide variety of housing options. The property in Gelsenkirchen exists of 6 buildings that have shared apartments of 2, 3 or 4 persons. The rooms fulfill the basic needs as well as leaving space for your personal touch. You share the kitchen with your roommates so you can enjoy dinner together.

AKAFÖE offers around 4,500 places in the residential complexes in Bochum, Gelsenkirchen, Bocholt and Heiligenhaus. You are guaranteed to find something suitable for every taste and every budget. The students frequently meet in the inner yard for games and to chat about student life in general.

WHS cares about the environment, so they are trying to offer students as many green options as possible to get to uni.

Just in front of the student dormitories, you can find a bike rack where you can rent a bike via an app. By linking your account to the email address, you get from WHS you will have special offers and free minutes to enjoy riding the bikes around town.

There are racks all over the city and another right in front of the main entrance at WHS.

As an alternative, you can use public transportation. The tram stop is located only a few minutes walking from the dorms. With the semester ticket offered by the university you have free local transportation on selected services in the whole NRW area.





After a long day of studying, students do not have to cook at home but can use the canteen and cafeteria at WHS to find great food. Here students meet up with their colleagues and friends and enjoy the company of others. The staff is very kind and the sharing atmosphere continues as professors, guests and students dine together. There is a diverse menu and a dish for everyone.

The inclusiveness is one of the top values and therefore a vegan dish is

served daily. Mensa dishes are only payable by card, students and staff receive discounts.

In the cafeteria you can grab sandwiches, hot drinks and sweets. If you run late in the morning or you need a boost of energy, the vegan blueberry muffins are a great choice. After or between the courses there are multiple areas throughout the university campus where you can relax, revise for exams or meet your friends.





4.2 Fachschaft

Our student body

We are working to improve the daily lives of students. It doesn't matter what we're talking about, whether it's electives, guest lectures, or a budget plan. You can always take part and express your opinion. You can contact us through our Facebook page "Fachschaft JPR" and Snapchat account "jprfachschaft".

We communicate with students about registration for exams and other important topics, as well as posting the best photos from parties.

Conflicts

We are working to create a positive experience for students, but conflicts can still arise. These conflicts can be with fellow students, professors, lectures or even seminars.

The student body is here to help students in these situations and we will work to help you. You can meet and talk to us personally about your feelings and concerns.

If you are not comfortable talking to us in person, you can leave an anonymous message through the heartache box in the dean's office. This heartache box is checked regularly.





Generation change

The members of our JPR Student Council change each semester. There are seventeen students, mixed from all semesters. This group is democratically chosen by JPR students. Every year, every person in the JPR family gets the opportunity to vote for a student candidate. Each student has a week to vote for candidates.

4.3 Parties and events

Of course studying is important. But you should also enjoy your semester abroad. At the institute of Journalism and PR, there are a lot of awesome parties where you can have a delicious German beer and get the chance to meet new people. It does not matter in which semester you are.

Here are some examples:

Tour de Buer:

At the beginning of a new winter semester, there is the "Tour de Buer". It is a pub crawl for freshmen. But it is not a simple pub crawl. In groups you will have to complete different tasks in each location and take pictures of your results. This is a great opportunity to get in contact with your fellow students and you get a first impression of the Gelsenkirchen-Buer area.

Bergfest:

This is a traditional party which is organized for the students of the third semester, when half of their studies is done.

Night of the profs:

This is a highlight in our party-calendar. It only takes place every second year but it is a must-do for all students. There won't be DJs but your professors will be at the turntables.

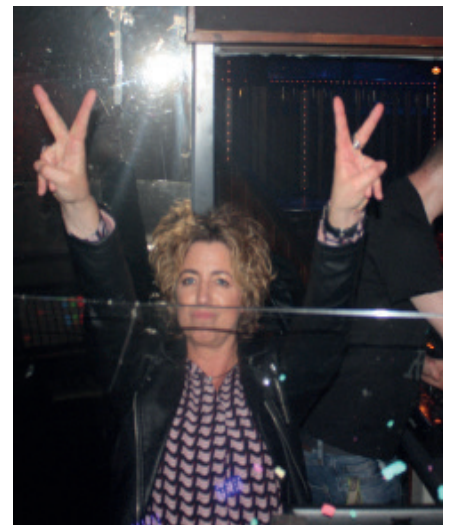
Halloween Party:

On Halloween, students get together at their local pub. With spooky decorations, everybody dresses up in ghoulish costumes, has a drink or two, and enjoys a great time together.

Jahresabschlussfeier:

At the end of the year, before everyone leaves for Christmas there is the "Jahres-Abschlussfeier". The professors and students of every semester celebrate together in a bar or restaurant. Everyone wears a nice dress or suit and it has a very festive atmosphere.

The institute of JPR also has a regulars table. The students meet every Tuesday at the bar "L.O.N." in Gelsenkirchen-Buer.



4.4 Tipps and Tricks

As an international student, you may have a hard time when you first arrive, but thankfully there are many things that can make your stay easier.

The most important thing to feel comfortable is making friends. And there are many ways for you to get to know other students. For example: Orientation week where you meet other exchange students, trips offered from the university and projects and project week where you work in groups.

Beside all the activities at the university, you have to get out of your comfort zone. Join a yoga or a dance class, go to the parties the dorm and the JPR students offer and most importantly have fun!



What you need to know about public transportation

The school provides you a “semester ticket” which means that you can travel in the North Rhine-Westphalia area for example Düsseldorf, Dortmund, Essen, Köln and also Arnhem, and Nijmegen in the Netherlands.

Being in a new country can be difficult when you want to use the transportation but there are some apps that you can use: VRR Bus&Bahn, DB Navigator or Omio. They will help you get directions and also tell you at what time the bus or train will arrive at what platform and if it is late or on time.

What you should always carry with you

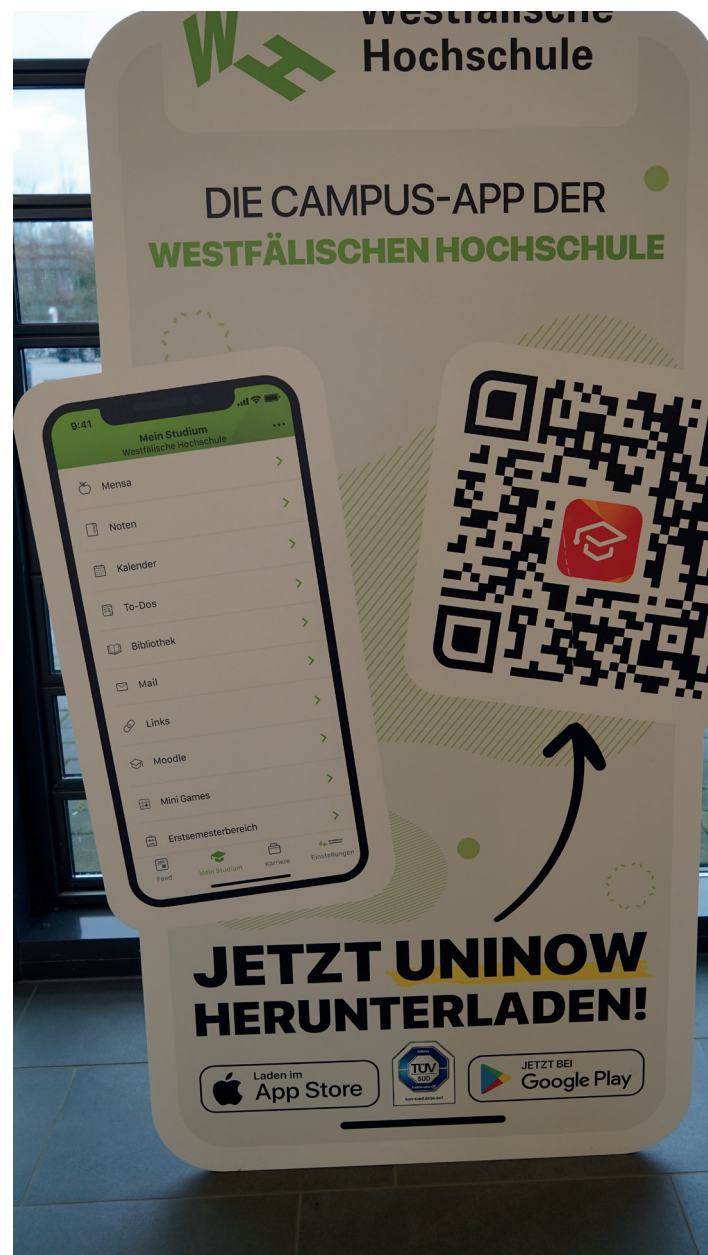
It's very important that you always have your ID with you as well as some cash because there are still some places where you can not pay with card. It is also useful to carry your health insurance card with you. You never know if you will need your semester ticket for discounts or public transportation so it is recommended to bring it with you most of the time.

Where to do your shopping

In Gelsenkirchen you have many options where you can get your groceries. Netto is the nearest to the dorms but you also have bigger ones like: Penny, Aldi, Lidl, Rewe or Kaufland as well as little stores where you can buy most necessities. You also have the option to visit the markets in Buer on Saturdays.

Gelsenkirchen also has two city centers: Bahnhof-Center & Rathaus Buer. The second one is closer to the university and also to the dorms. Here you will find some stores for clothes or drugstores.

If you have more questions there are always people that will be glad to help you.





Impressum

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