



An exciting opportunity for media students will take place in Strasbourg in the Summer of 2011, as a result of an initiative by the European television and media management academy (etma) - alongside a consortium of European colleges and universities.

The main attraction of this Forum is the central event - a Case Study Competition - the first of its kind in Europe in the digital media sector, open to all European higher education institutions that offer courses in Communication, Media or Journalism.

### Why a Digital Media Forum in Strasbourg?

First, an observation. There are currently no Europe-wide forums or events for students at the Masters level in Media, Marketing, Communication or Journalism. This is different from film school students who meet up regularly at international festivals such as Cannes, San Sebastian, Brussels and Berlin, and participate in student film contests or Master classes. Academic programmes in Media have rapidly developed over the past few years but they tend to be spread out over Europe. There is also a lack of recognition for these students' achievements at the international scale. Hence the need for a European Forum for Communication and Media students: a forum which will be both an event and a place for interacting with professionals and employers from the audiovisual industry.

### A Case Study Competition open to students from Communication and Media schools

Students in the media field are asked to produce a variety of cultural products, from films to internet sites to interactive applications. Perhaps the most important skill that media students will learn is how to develop **market-oriented creative strategies**.

Our students are trained to analyse complex problems and to have the ability to formulate credible recommendations. One effective way of teaching this skill set is through a specific training tool, **the case study method**.

This pedagogical method, originally developed at Harvard University, has prompted us to create a competition based on the study of hypothetical cases in the creative sector. This type of competition has been around for a long time in the United States, particularly with business cases in the Management discipline. What is new about the etma Case Challenge is that we are organising a specialised competition which interests the digital media industry.

The competition will allow Communication and Media programme Heads to enjoy international visibility for their Schools and the students to be able to display their expertise.







### A project created by Academics and Professionals with the support of the European Union MEDIA programme

The Case Study Challenge is the culmination of intense work over the past few years. A consortium of colleges and universities was formed in 2008 to organise an annual seminar called SWIM in the Digital World, centered, as its name indicates, on digital media. With professors Joseba Bonaut from the University

of San Jorge in Zaragossa, Cristina Nistor and Rares Beuran from the Babes-Bolyai University in Cluj, Alexandre Perrin of Audencia School of Management, Jean-Philippe Raffard of SciencesCOM, Nantes and Sylvia Waechter from the University of the Arts in Berlin, we have gone further into the creative case method and got our students to work on complex digital media problematics. We are very pleased to welcome a new member to the consortium this year, Dr. Kris Erickson from the Media School at Bournemouth University.

To design the Challenge, our consortium of colleges and universities joined up with etma - the european television and media management academy - a recognised professional training institute based in Strasbourg and headed by Paul Pauwels.

The etma Case Challenge is organised by experienced people who are familiar with the problems of teaching in higher education, work and recruitment in the digital media industry. The team is very grateful to the European Union MEDIA Programme for its support. ■

### Examples of hypothetical cases

At the SWIM in the Digital World seminars, which brought together 124 students in Nantes, Cluj and Zaragossa over the past 3 years, the teaching team has led students through 12 case studies in the creative sector.

Two of them have been widely disseminated because they were published by European film website, Cineuropa and are listed in distributor catalogues (CCMP for France, ECCH for the Anglo-saxon countries). The following two cases are concerned: "Arte and the VOD Market" and "Is VOD a friend or a foe for cinema theaters?".

At the SWIM seminar in Zaragossa in Summer 2010, 4 brand new cases were treated by the students:

- 3D cinema: a chance or a risk for European cinema?
- Aragonese audiovisual policy
- Radio Free Europe digital archives back in Romania
- Is crowdfunding a new gold mine for Art films?

### Practical information The e.CC Challenge

will take place in Strasbourg, France **from 27 June to 2 July 2011.**

Over 100 people are expected to participate in this first iteration of the case study challenge. We are preparing an intensive programme with numerous meetings and festivities in order for the students, tutors and professionals present at the event will spend an unforgettable and fabulously exciting five days! If you are interested in further information, please consult our website [www.casechallenge.eu](http://www.casechallenge.eu) where you will soon be able to find additional information, download forms and find specific details for an application. **Alternatively you may call us or contact us directly by email and we would be happy to provide you with a personal response to your questions.**



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