

# Salzburg College

## Undergraduate Course Catalogue Spring Semester

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### GERMAN

Elementary German 1 3 credit hours

This course focuses on the development of basic communication skills in German. It is designed to develop the four language skills: listening, speaking, reading, and writing. At the end of the course students will be able to engage in simple conversations, understand simple texts, and write about their everyday lives. Students will also be able to use their newly acquired knowledge in real-life situations through excursions during the term.

Elementary German 2 3 credit hours

This course focuses on the further development of communication skills in German. It is designed to further the four language skills: listening, speaking, reading, and writing. At the end of the course students will be able to engage in simple conversations, understand simple texts, and write about their everyday lives. Students will also be able to use their newly acquired knowledge in real-life situations through excursions during the term. With the completion of this course students will have reached level A1 of the Common European Framework of Reference for Languages. Prerequisite: Placement Test.

Intermediate German 1 3 credit hours

This course focuses on the further development of communication skills in German. It is designed to further the four language skills: listening, speaking, reading, and writing. At the end of the course students will be able to engage in conversations on a variety of topics, understand texts from different fields, and write about their immediate environment. Students will also be able to use their newly acquired knowledge in real-life situations through excursions during the term. Prerequisite: Placement Test.

Intermediate German 2 3 credit hours

This course focuses on the further development of communication skills in German. It is designed to further the four language skills: listening, speaking, reading, and writing. At the end of the course students will be able to engage in conversations on a variety of topics, understand texts from different fields, and write about their immediate environment. Students will also be able to use their newly acquired knowledge in real-life situations through excursions during the term. With the completion of this course students will have reached level A2 of the Common European Framework of Reference for Languages. Prerequisite: Placement Test.

### Advanced German 1

3 credit hours

This course focuses on the further development of communication skills in German. It is designed to further the four language skills: listening, speaking, reading, and writing. At the end of the course students will be able to engage in fluent conversations on most topics, understand complicated texts, and write lengthy texts on a variety of topics. Students will also be able to use their newly acquired knowledge in real-life situations through excursions during the term. Prerequisite: Placement Test.

### Advanced German 2

3 credit hours

This course focuses on the further development of communication skills in German. It is designed to further the four language skills: listening, speaking, reading, and writing. At the end of the course students will be able to engage in fluent conversations on most topics, understand complicated texts, and write lengthy texts on a variety of topics. Students will also be able to use their newly acquired knowledge in real-life situations through excursions during the term. With the completion of this course students will have reached level B1 of the Common European Framework of Reference for Languages. Prerequisite: Placement Test.

### Advanced German Conversation

3 credit hours

This course is offered to intermediate and advanced German students in the second half of the semester. The course aims to give students thorough oral practice in German. Depending on the level and interests of the participants, a variety of topics will be discussed. Vocabulary will be reviewed and supplemented in a systematic fashion by grouping it into thematic fields. While grammar learning is an important part of language learning, grammar will be explicitly addressed only insofar as it supports learners' ability to converse. Prerequisite: Two semesters of college-level German or equivalent.

### Austrian Literature and Culture (in Translation)

3 credit hours

This course conducted in seminar form offers the contextualized study of 20<sup>th</sup> century Austrian literature in translation against the background of the country's history, politics and culture. The course work will include the reading of novels, novellas and plays, research on the historical background, study of the authors' biographies, and the writing of essays as well as one long research paper. Some film adaptations of selected texts may supplement the study of the literary artifacts.

### Modern Austrian Literature (in German)

3 credit hours

This course conducted in seminar form offers a survey of Austrian literature of the 20<sup>th</sup> century. Students will have to read the texts in the original language, discuss them, and write short papers on them in German. The selection of the specific texts is based on the student's interests and language skills. The student's language skills have to be at the advanced level. Assignments include the keeping of reading journals, the production of plot summaries, characterizations, interpretations, research of authors' biographies, etc. Prerequisite: Completion of at least one advanced-level German course at home institution or equivalent.

## EUROPEAN STUDIES

### Economics and Politics of the EU

3 credit hours

This course discusses the history, process and institutions of the European economic and political integration. The first part focuses primarily on the EU member states. It starts with the historical institutional forerunners, sketching the early history of integration. The second part examines the European Union as such. Institutions are introduced and the decision-making processes are reviewed. The third part uses the basic historical and institutional knowledge to discuss issues of European integration. The development of the European monetary union and the introduction of a single European currency will be used to analyze the financial changes involved in European economic and political integration. The fourth part represents the effort to explain European integration and its actors. Using the conflict lines of European debate, the major approaches towards integration in politics, economics and ideology are introduced. The course will conclude with an analysis of European-US trade relations, the impact on the US economy, businesses, and governmental institutions.

**Selected Topics in European Studies: Austria and the EU** 3 credit hours  
There are few countries in this world that have seen a similarly drastic political development in the Twentieth Century as Austria. After being reduced from a multi-national empire to a small provincial country after WWI, becoming part of Nazi Germany and enduring WWII, Austria has evolved as a neutral state after the liberation from the occupying forces. On January 1, 1995, Austria opened a new chapter in its political history by joining the European Union. This course, conducted in seminar form with introductory lectures, readings, written assignments and class presentations, will explore Austria's way into the European Union, the obstacles it had to overcome in getting there, the role it has played since its admittance, and recent developments in national as well as European politics. This course will bring together and enlarge upon what students have learned in the courses "Understanding Austria" and "Economics and Politics of the EU".

**The European Experience: History, Politics and Culture** 3 credit hours  
This course has been designed as an introduction to European history, politics and culture. Through lectures, discussions, excursions and field assignments this course offers insights into the culture students have chosen to live in for an extended period of time. Beyond the understanding of "facts and figures", the course is intended to create an academic context for participants' growing understanding of Europe and its "personality". Students will be challenged to use this new knowledge on Austria and utilize the acquired tools for a final project in cross-cultural understanding and communication.

**Western Civilization II** 3 credit hours  
This course has been designed as an introduction to Western (European) history, politics and culture. Through lectures, discussions, excursions and field assignments this course offers insights into the culture students have chosen to live in for an extended period of time. Beyond the understanding of "facts and figures", the course is intended to create an academic context for participants' growing understanding of Western (European) Culture and its "personality". Students will be challenged to use this new knowledge on Austria/Europe and utilize the acquired tools for a final project in cross-cultural understanding and communication.

**A History of US-European Relations since World War II** 3 credit hours  
Public debates about recent developments of European opinions about the USA and vice versa ignore the origins of this phenomenon: the continuous and tempestuous comparison of European and American societies since Columbus. The "discovery" was accompanied by an "invention" of America and the present (mis-)understandings clearly stand in this tradition of misperceptions, which were set half a millennium ago. This course concentrates on the 20<sup>th</sup> and 21<sup>st</sup> centuries, discussing global developments since World War II, such as the Cold War, the Post Cold War period, the "War on Terror", the massive crisis as a result of the War against Iraq, and the global reactions to President Barack Obama's presidency.

**Propaganda and Strategic Communication** 3 credit hours  
This course examines the role of communication and rhetoric in the workings of propaganda exemplified by German Fascism. After establishing how and if one can identify the ideology informing and shaping propagandistic forms of communication, a closer look will be taken at the variety of media that National Socialism utilized successfully in its effort to create the Third Reich. Specific propagandistic communication strategies can be discerned in the Nazis' use of art and architecture as well as in their regular organization of mass rallies. Furthermore, the course discusses how these propaganda techniques were continued (and further developed) worldwide after World War II. The course will also offer recent technical and digital developments in propaganda techniques.

## **COMMUNICATION STUDIES/BUSINESS**

**Intercultural Communication** 3 credit hours  
The general purpose of this course is to understand the ways in which culture interrelates with and effects communication processes. Intercultural learning involves affective and behavioral processes, as well as cognitive ones. The course entails the investigation of culture and the difficulties and/or possibilities of communicating across cultural boundaries. As sojourners in a foreign educational setting, students will engage in both scholarly/academic, as well as experiential/field learning.

### Digital Media Production

3 credit hours

This course gives students hands-on instruction in how to use digital media tools to produce interactive and media rich stories. Students will learn key concepts and design principles in Web technologies, Video editing and Animation. Students will develop a digital multimedia story, using slideshows, videos and animations. Students will learn how to capture engaging photo & video footage to create an effective multimedia experience in post-production. The course takes place at the local community television station which is situated right next to the Salzburg College facilities. After introductory lectures in scriptwriting, dramatization, camera work, online tools and editing, students produce their own sequences or broadcast. Topics depend on students' interests, but should also be tied in with other coursework and/or reflect the students' study abroad experience as a whole. The equipment for the production of the sequence/broadcast is provided by the television station.

### International Public Relations

3 credit hours

This course is designed to explore the theory and research related to the practice of public relations across cultural and national boundaries. It includes the application of various communication and public relations theories to practical problems in international for profit and not for profit settings. Following an introductory overview of the practice and theory of public relations, the course will focus on transnational and intercultural dimensions of public relations, comparing US and European PR systems, with special emphasis on Austrian-based companies. Another part of the course concerns the practice and differences of PR throughout the world. In addition to exploring the application of Public Relations in an international setting, strategies and approaches to PR will be explained from a theoretical base demonstrating the usefulness of theory based Public Relations programs.

### Global Marketing

3 credit hours

This course offers a mix of theory and practical applications as it covers globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications. Topics include global public relations, culture and the media, culture and the Internet, and consumer behavior. It demonstrates the centrality of value paradoxes to cross cultural marketing and helps students see how their understanding of cultural relationships in one country/region can be extended to other countries/regions.

### Cultural (Arts) Management

3 credit hours

Salzburg, home to the world-renowned Salzburg Summer Festival as well as to a variety of other art festivals and events throughout the year, has an extremely high density of cultural institutions and organizations. Top-class orchestras, theaters, galleries and museums define the impressive cultural landscape of the city. This course, designed for business, music and art majors alike, gives a survey of the cultural industries in Central Europe and introduces various disciplines in the field of arts management. The theoretical introduction of management and marketing tools is supplemented by visits to various cultural institutions in and around Salzburg. Students will get in touch with local artists and managers and thereby experience insiders' perspectives on the marketing side of various cultural organizations.

## Music

Music Appreciation 3 credit hours

Salzburg's rich music scene provides an ideal setting for music appreciation. The course is a survey course devoted to music in various eras and cultures. Students will develop a foundation for enjoyment and understanding of music through the use of recorded music, live concerts, and song literature. Students will study elements of music, analyzing form and design, including their relation to other subjects and activities.

Survey of Music History II – Baroque, Classical and Romantic Period 3 credit hours

The course provides students with an introduction to the music of the Baroque, Classical and Romantic periods. Apart from studying the main composers and their works, special emphasis will be laid on the musical heritage of Austria and, especially, Salzburg. While the development of canons will be discussed, the course will be an intensive survey of the development of musical styles in the Western World from 1600 to 1900. Prerequisite: A background in music is not required, but highly recommended.

Music Composition 3 credit hours

Music Composition is a private studio course in which students receive critiques and assistance on their composition projects. Students meet twice a week during the second block with the instructor to receive critiques and discuss progress. Students are expected to make significant progress on their projects between lessons. Students set their own goals and work in styles of their own preference. Seminars will be scheduled in the latter half of the course to enable students to hear each other's work, make comments on this work, and discuss technique together. Prerequisite: Multiple courses in music history and/or music performance.

Selected Topics in Music History: Baroque to Romantic Period 3 credit hours

Salzburg's musical landscape, rich in music history and influence, provides the backdrop for this independent study. Students will develop their ability to engage critically with diverse ideas about the relationship between music and its cultural context. Students are encouraged to draw on the extraordinary music resources available in Salzburg (Mozart Archives, International Foundation Mozarteum, Landestheater, Marionettentheater, Library of the Mozarteum, Film Museum, etc.). The student's special interests will shape his/her research and assignments (under the guidance of the faculty member). This independent study combines individual meetings, readings, written assignments, presentations, discussion, concert visits and independent research. It is intended as an exercise in combining the study of music history and theory with personal observation and experience.

The Mozart Project: Selected Studies on Mozart 3 credit hours

This independent study is designed to allow music students to draw on the extraordinary resources available in Salzburg on the subject of Mozart (Mozart Archives, International Foundation Mozarteum, Landestheater, Marionettentheater, Library of the Mozarteum, Film Museum, etc.) The student's special interests and her/his area of performance should be reflected in the two assigned papers. The first paper is about a more general topic, whereas the second paper is more focused and related to the work the student chooses to perform at the end of the semester. Her/his performance is introduced by a public lecture s/he prepares. Prerequisite: Multiple courses in music history and/or music performance.

Private Applied Music (Instrument/Voice) 3 credit hours

Private music instruction can be arranged for practically any instrument and voice. In most cases the instructors are professors at the Mozarteum University Salzburg and/or members of the Mozarteum Orchestra. Students usually take twelve 60-minute lessons in order to receive 3 credit hours. At the end of the semester students have the opportunity to perform in a recital. Other performance opportunities are provided for advanced students upon request. Depending on the student's proficiency level, the instructor will also help to arrange for ensemble and/or other performance opportunities. Arrangements for practice space will be made by Salzburg College. Fees apply.

## ART

**Art Appreciation** 3 credit hours  
This course introduces students to art from a variety of cultures and historical contexts. Topics include major art movements, varieties of materials and aesthetic theories. Coursework covers formal terms, elements and principles common to the study of art and architecture. The course stresses the relationship of design principles to various art forms including, but not limited to, sculpture, painting and architecture. Upon completion, students should be able to identify and analyze a variety of artistic styles, periods and media and students will have an increased vocabulary of art terminology.

**Art History II** 3 credit hours  
This course serves two major purposes: Introducing students to the study of Western art history as well as stimulating their interest in the works of art and architecture which they will encounter during their semester in Europe. The course provides an overview of art periods and movements from Classical Antiquity to Post-modernity, introduces students to the seminal features of periods and styles, and highlights the achievement of individual artists and patrons whose work has influenced and shaped later generations. Classroom lectures will be supplemented by special excursions to buildings, museums and exhibits as well as by relevant project assignments.

**Selected Topics in Art History: The Baroque Period** 3 credit hours  
Salzburg's city center, a declared UNESCO World Heritage Site because of its unaltered Baroque appearance, provides the backdrop for this course geared towards students with a background in art history. The emphasis is placed on Austrian Baroque art and architecture that can be studied on site. The course will be conducted in seminar form, combining introductory lectures, reading, written assignments, class presentations, discussion, museum visits and independent research. It is intended as an exercise in combining the study of art history and theory with personal observation. Prerequisite: History of European Art.

**Photography: The Historical and Contemporary Image** 3 credit hours  
This photography course is designed for beginning and advanced students who are interested in exploring the role which photography plays in our society, both in its contemporary use in the digital age as well as its place in the history of art in the last 150 years. Not only for photography or art majors, this class will explore the aesthetics of photography via lectures and discussions as well as small workshops in which students will produce images of their own, both analogue black/white as well as digital. Fees apply.

**The Photographic Portfolio** 3 credit hours  
Students enrolled in "Photography: The Historical and Contemporary Image", who have had at least one semester of photography elsewhere, may also take "The Photographic Portfolio" as a complementary course. This is an individualized semester-long project designed to produce a comprehensive body of work based on the reflection of a photographic work from the history of European photography. It is not "imitation" but instead "emulation" of a position which will be researched in a very comprehensive local photography library. The technical process for the portfolio is not set as each project, depending on its statement and execution, may require different forms; analogue, digital, black and white. Fees apply.

**Studio Art: Drawing (Intermediate/Advanced)** 3 credit hours  
This course is designed for students with previous experience in drawing who will work on a personal project throughout the semester. Since the students participating in this course are likely to come from very different backgrounds, the program has been designed to allow each student to develop at her/his level of competence. Students will work under the auspices of a well-known local artist and develop a thematically specific project based on their previous creative work. At the end of the semester, students are expected to formally present their artistic project in front of an audience. Prerequisite: Major in the arts, junior standing or equivalent. Fees apply.

**Studio Art: Painting (Intermediate/Advanced)** 3 credit hours  
This course is designed for students with previous experience in painting who will work on a personal project throughout the semester. Since the students participating in this course are likely to come from very different

backgrounds, the program has been designed to allow each student to develop at her/his level of competence. Students will work under the auspices of a well-known local artist and develop a thematically specific project based on their previous creative work. At the end of the semester, students are expected to formally present their artistic project in front of an audience. Prerequisite: Major in the arts, junior standing or equivalent. Fees apply.

**Studio Art: Printmaking (Intermediate/Advanced)**

**3 credit hours**

This course is designed for students with previous experience in printmaking who will work on a personal project throughout the semester. Since the students participating in this course are likely to come from very different backgrounds, the program has been designed to allow each student to develop at her/his level of competence. Students will work under the auspices of a well-known local artist and develop a thematically specific project based on their previous creative work. At the end of the semester, students are expected to formally present their artistic project in front of an audience. Prerequisite: Major in the arts, junior standing or equivalent. Fees apply.

## **INTERNSHIPS**

Preparatory Course: The Austrian Workplace 1 credit hour

This one-credit course is open to all students but required in conjunction with any of the internships offered through Salzburg College. The course provides an academic and reflection-oriented framework for the actual work experience in Austria.

Internship: Experiencing the Austrian Workplace (Social & Cultural Learning) 3 credit hours

This experiential course will give students the opportunity to explore Austrian perspectives and practices at the workplace. This will give students an opportunity to gain deeper insights into social, cultural, political, and economic aspects of the Austrian way of life. The specially designed internship will combine academic/reflective work with supervised, on-site practical work and will allow students to engage in intercultural thinking, requiring circumspect comparisons between C1 (the native culture) and C2 (the new, foreign culture).

International Business/Communication Internship 3 credit hours

The International Business/Communication Internship is a six-week part time internship that takes place during the second half of the semester at Salzburg College. Students will be placed in an Austrian company that operates internationally. There they will have the opportunity to apply their prior academic knowledge in an international working environment.

## **EXTRACURRICULAR ACTIVITIES**

### **Austrian Cuisine**

The extracurricular activity is designed as an introduction to Austria's culinary culture. The history of the Habsburg Empire, the contributions of the different lands of the multinational state, the variety of geographical characteristics and social groups can all be traced in Austrian eating and drinking habits. Students learn to prepare typical Austrian meals. Topics include Viennese cooking, regional Salzburg & Tyrolian cooking, Hungarian and Bohemian cooking, and Christmas cookies. Fees apply.

### **Austrian Outdoor Sports**

The Austrian Outdoor Sports course meets five full days on Saturdays or Sundays throughout the semester. It provides students with the opportunity to engage in a kaleidoscope of outdoor activities (Canyoning, Hiking, Snow Sports) related to the Austrian environment and allows participants to become familiar with the natural beauty of the Austrian Alpine setting. While all three components will be offered each semester the emphasis of the Austrian Outdoor Sports course will lie more heavily on hiking during Fall or snow activities during Spring. Fees apply.

### **Hiking**

During the fall semester hiking trips may include a hike up and into the Werfen Ice Caves (the largest in the world), a hike along one of the oldest pilgrimage routes along Lake Wolfgang, and a hike up to the Eagle's Nest (Hitler's Summer Residence). During the spring semester destinations for hiking trips vary depending on the weather conditions.

### **Canyoning**

This extracurricular activity is organized during the fall and spring semesters. Under professional supervision, students venture down a canyon along a river, climbing down rocks, jumping into pools, and swimming in the river.

### **Snow Sports**

Students are accompanied by a ski instructor from Salzburg and conditions permitting, they visit a different ski resort in the Province State of Salzburg each time. Ski resorts have been selected to offer good slopes for all levels as well as opportunities to engage in other activities. Students can choose between alpine skiing, snowboarding, cross country and tobogganing (snow shoeing and snow biking available in some resorts).

Each outing can be booked independently. Students who participate in all Austrian outdoor sports activities may receive 1 credit at the end of the semester.