

Unique opportunity to shape advertising for Ancient Studies @FU and get credit points for your degree at the same time!

### **Bringing Ancient Studies @FU to the World and the World to Ancient Studies @ FU**

(Course convenor: Dr. Lisa Wilhelmi, CompAS)

Are you **passionate about Ancient Studies**? Do you know what drives young people? Do you have insight into why and how they become, and stay, interested in studying ancient civilisations? Are you a student of an Ancient Studies degree at GeschKult? If you have answered all of these questions with a decisive “hell, yes!”, we want you and your input! For a new degree program, the WE “Altertumswissenschaften” is planning an **advertising strategy**, whose first step is going to be a **video** targeted at an audience of international students.

In the framework of a condensed course that runs over the **second half of this Wintersemester (January – February 2026)** we will discuss content, form and tenor of videos advertising degree courses and develop an outline of a video. We will evaluate details of presentation and format and put together a catalogue of elements that promise success with the target audience.

The course will run for **six four-hour sessions** (probably Fridays 10am – 2pm) and will be credited with **5 LP**. Please check with your study coordinators for options of how to integrate the credit points into your modules!

If you would like to be part of this initiative and help create and shape input and content that can be used for the creation of a professional video, we look forward to your application! Please send an email to [lisa.wilhelmi@fu-berlin.de](mailto:lisa.wilhelmi@fu-berlin.de), introducing yourself, your background and your degree and stating your motivation to take part in the course. Please also state if the envisaged time slot of Fridays 10am – 2pm works for you and if you would be available in the last two weeks of February.

Deadline for applications: **31<sup>st</sup> December 2025**

Notifications of acceptance to the course will be sent out by 5<sup>th</sup> January 2026