

Prof. Dr. Marlis Prinzing
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Curriculum vitae

Marlis Prinzing is professor of journalism at the Macromedia University in Cologne (Germany), presenter, columnist ("Der Tagesspiegel", Berlin), book author and editor of a book series for journalism practice <http://www.journalismus-atelier.eu/>. Prior to this, she worked as a project manager at the European Journalism Observatory of the University of Lugano, as a visiting professor in Riga (Latvia), and for the Corporate Communications department of Robert Bosch GmbH; doctorate with a company and industry analysis (ABB Science Award 2000).

Research interests:

Journalism, innovation culture in journalism, digital transformation of the media society, media ethics, media systems, storytelling, political communication, public opinion, and exposure to communication

Professional Career (University)

Winter Semester
(WS) 2009/10 -
present

Professor for journalism at the Macromedia University for Media and Communication in Cologne.
 Additionally: head of the teaching profile of journalism at the campus Cologne (2009-12) and of a master in journalism (campus Munic, 2013); now: chairwoman of the research society on a national basis.

- Development of degree programs, bachelor and master programs and of curricula
- Quality assurance
- Management of change processes
- Work on a structured communication
- Networking, expert conferences, lectures
- Development and implementation of new structures in the field of research
- Work in committees
- Teaching
- Research projects
- Publications: contributions to books, specialized articles, development of a specialized book series
- Integration in specialist communities

WS 07-WS 09/10	Permanent Lecturer, University of Fribourg
WS 09/10	Guest professor at the Turiba Businessschool, Riga <ul style="list-style-type: none"> Teaching in the Doctoral Studies Program
07/2005-12/2009	Project leader in the European Journalism Observatory of the Università della Svizzera italiana in Lugano (50 %, since 2008 25 % because of work in Fribourg) <ul style="list-style-type: none"> Active development of projects Coordination of activities Networking (researchers, journalists, translators), managing the multilingual website as well as the change-process (relaunch of content, creative and organizational issues) Collaboration in research proposals Research activities Journalistic articles Teaching
WS 1999/00 – present	Lectureships until now: University of Fribourg; others over several semesters: University of Applied Studies Nuertingen-Geislingen & Yverdon-les Bains; universities: Tuebingen, Fribourg, Berne, Stuttgart-Hohenheim, Lausanne, Lugano, Zeppelin University Friedrichshafen; Journalism schools: Haus Busch, Hagen; Akademie fuer Publizistik, Hamburg; Medienausbildungszentrum Luzern <ul style="list-style-type: none"> Teaching Conception of lectures and tutorials regarding journalism, media and communication science (bachelor and master level) Collaboration in selection procedures for students (Friedrichshafen)

Professional Career (Journalism)

07/2000-present	Freelance journalist (part-time, then fulltime: 04/2004-07/2005, then again part-time) <ul style="list-style-type: none"> Texts and research for the national press in Germany and Switzerland (Die Zeit, Frankfurter Allgemeine Zeitung, Neue Zuercher Zeitung, Rheinischer Merkur, St. Galler Tagblatt) Talkshow „Das rote Sofa“ 1999-2007: conception, moderation, project leader Moderation jobs for different clients in Germany and in Switzerland Author (textbooks and non fiction books / biographer (Lothar Spaeth etc.)
09/1991-03/2004	Editor at Geislinger Zeitung / Suedwestpresse Ulm <ul style="list-style-type: none"> Writing texts, doing research, full-page layout Conceiving the department „Local culture“ Responsibility for the local culture Responsibility for various special projects Correspondent (science and economy) Training commissioner
03/1990-08/1991	Internship / Voluntary service Suedwestpresse Ulm

02/1985-02/1990	Freelancer: (Regional Newspaper: NWZ Goeppingen; Broadcaster: Radio 7 Goeppingen)
Education	
1999	Extra-occupational: Doctoral thesis „Strom fuer das Neckarland. Die Geschichte der Neckarwerke 1900-1945“, University of Stuttgart (summa cum laude - 12/2000 ABB-Prize for Science) “
1988-07/1990	Scientific evaluation of the archive of the electric power company „Neckarwerke Elektrizitaetsversorgungs-AG“ (Archive of Business in Baden-Wuerttemberg, Stuttgart-Hohenheim) <ul style="list-style-type: none"> • Academic recording of archive material • Attending negotiations concerning the handing over of the inventory • Writing guides • External contacts
1981-1987	Academic studies in History, Political Science and Mathematics at the Universities of Regensburg und Tuebingen. (Masters of Arts)
School education	
1968-1981	Elementary school in Suessen (Germany) Grammar School Geislingen and Donzdorf. (University entrance qualification)
Language skills	
English French Italian	<ul style="list-style-type: none"> • very good • Basic knowledge, passive: good • Basic knowledge, passive: very good
Other experiences and knowledge	
Extra	<ul style="list-style-type: none"> • Voluntary political work, mandate in the municipal parliament (not attached to any party) • Voluntary cultural activity (long lasting presidency of a cultural forum etc.)
Award	
12/2000	<ul style="list-style-type: none"> • ABB-Science-Award