



# Media Management (B.A.), Brand Management I EN

**Job Perspectives (examples):** Account Manager (m/f/d), Brand Manager (m/f/d), Strategic Planner (m/f/d), Brand Communications Manager (m/f/d), Customer Experience Manager (m/f/d), Content Strategist (m/f/d), Online Marketing Manager (m/f/d), Social Media Manager (m/f/d), Media Planner (m/f/d), Digital Planner (m/f/d), Brand Consultant (m/f/d)

„Successful brand management in the digital age“

1. Semester	2. Semester	3. Semester (Abroad)	4. Semester	5. Semester	6. Semester (Internship)	7. Semester
Language Proficiency and Intercultural Sensitivity	Basics of Brand Management and Integrated Communication	Intercultural Communication	Media and Communication Theories	Digital Technologies	Communication Skills	Entrepreneurship
Academic Writing and Research	Basics of Law	Project Management	Media Planning and Targeting	Current Topics in Media Management	Student Initiative Project	Advanced Research Methods Media Management
Basics of Business Administration	Empirical Research and Statistics	Business Planning	Campaigning and Crossmedia	Performance Marketing and Social Media	Internship Semester	Strategy and Organisation
Accounting and Basics of Finance	Management Concepts	Marketing	Advertising Psychology	Special Topics in Brand Communication and Advertising		Bachelor Thesis
Editorial Design	Media Economics and Politics	Interdisciplinary Project	Orientation Project	Focus Project		
Audiovisual Media	Online Media					
<b>30 ECTS / 19 SWS</b>	<b>30 ECTS / 20 SWS</b>	<b>30 ECTS / 18 SWS</b>	<b>30 ECTS / 18 SWS</b>	<b>30 ECTS / 18 SWS</b>	<b>30 ECTS / 3 SWS</b>	<b>30 ECTS / 7 SWS</b>