

| Course Curriculum and Examination Regulations: Bachelor Programme Media and Communication Management | | | | | | | | | | | | | | | | |
|---|--------------|----------|-----------|----------|------------|------------|-----------|--------------|----------|-----------|----------|------------|------------|-----------|---|------|
| Module ⁹ | 1st semester | | | | | | | 2nd semester | | | | | | Exam | recommended time of module in the case of a part-time degree course (semester*) | |
| | Course units | | | | CH | SH | ECTS | Course units | | | | CH | SH | | | ECTS |
| | Total | L | S | T | | | | Total | L | S | T | | | | | |
| BA-MMe-AL-SQ1¹ Key Qualification 1: Scientific Writing | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | | | | | | | M-PT | 1 |
| Scientific Writing | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | | | | | | | | |
| BA-MMe-AL-SQ2+² Key Qualification 2: Language Proficiency | 3 | 0 | 3 | 0 | 45 | 45 | 3 | | | | | | | | M-PT | 1 |
| Language Proficiency | 3 | 0 | 3 | 0 | 45 | 45 | 3 | | | | | | | | | |
| BA-MMe-AL-MA1 Foundations of Management 1: Business, Politics and Law | 5 | 5 | 0 | 0 | 75 | 75 | 5 | | | | | | | | M-WE | 1 |
| Foundations of Politics and Law | 3 | 3 | 0 | 0 | 45 | 45 | 3 | | | | | | | | | |
| Introduction to Business Administration | 2 | 2 | 0 | 0 | 30 | 30 | 2 | | | | | | | | | |
| BA-MMe-AL-MA2³ Foundations of Management 2: Accounting 1 | 5 | 3 | 0 | 2 | 75 | 75 | 5 | | | | | | | | M-WE | 3 |
| Cost Accounting | 3 | 2 | 0 | 1 | 45 | 45 | 3 | | | | | | | | | |
| Business Mathematics | 2 | 1 | 0 | 1 | 30 | 30 | 2 | | | | | | | | | |
| BA-MMe-AL-MK1 Scientific Methods and Concepts 1: Basic Methods | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | | | | | | | M-WE | 1 |
| Media and Communication Theories | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | | | | | | | | |
| Media and Business Ethics | 2 | 0 | 2 | 0 | 30 | 60 | 3 | | | | | | | | | |
| BA-MMe-AL-GT1⁴ Media Design and Technology 1: Print Media | 5 | 0 | 5 | 0 | 75 | 75 | 5 | | | | | | | | M-PT | 3 |
| Print Media | 5 | 0 | 5 | 0 | 75 | 75 | 5 | | | | | | | | | |
| BA-MMe-AL-GT2⁵ Media Design and Technology 2: Audiovisual Media | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | | | | | | | M-PT | 3 |
| Audiovisual Media | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | | | | | | | | |
| BA-MMe-AL-SQ3⁶ Key Qualification 3: Project Management | | | | | | | | 2 | 0 | 2 | 0 | 30 | 60 | 3 | M-WE | 2 |
| Project Management | | | | | | | | 2 | 0 | 2 | 0 | 30 | 60 | 3 | | |
| BA-MMe-AL-SQ4+⁷ Key Qualification 4: Business Communication | | | | | | | | 2 | 0 | 2 | 0 | 30 | 30 | 2 | M-WE | 2 |
| Business Communication | | | | | | | | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | |
| BA-MMe-AL-GT3 Media Design and Technology 3: Online Media | | | | | | | | 4 | 0 | 4 | 0 | 60 | 90 | 5 | M-PT | 4 |
| Online Media | | | | | | | | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | |
| BA-MMe-AL-GT4 Media Design and Technology 4: Live Communication and Events | | | | | | | | 4 | 0 | 4 | 0 | 60 | 90 | 5 | M-PT | 4 |
| Live Communication and Events | | | | | | | | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | |
| BA-MMe-AL-MK2 Scientific Methods and Concepts 2: Statistics and Research Methods | | | | | | | | 5 | 3 | 0 | 2 | 75 | 75 | 5 | M-WE | 2 |
| Statistics | | | | | | | | 3 | 2 | 0 | 1 | 45 | 45 | 3 | | |
| Empirical Social Research | | | | | | | | 2 | 1 | 0 | 1 | 30 | 30 | 2 | | |
| BA-MMe-AL-MK3⁸ Scientific Methods and Concepts 3: Brand Concepts | | | | | | | | 4 | 2 | 2 | 0 | 60 | 90 | 5 | M-PT | 4 |
| Market-oriented Management | | | | | | | | 2 | 2 | 0 | 0 | 30 | 60 | 3 | | |
| Brand Psychology | | | | | | | | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | |
| BA-MMe-MK-MK1 Strategic and Operative Brand Management | | | | | | | | 4 | 3 | 0 | 1 | 60 | 90 | 5 | M-WE | 2 |
| Strategic Brand Management | | | | | | | | 2 | 1 | 0 | 1 | 30 | 60 | 3 | | |
| Operative Brand Management | | | | | | | | 2 | 2 | 0 | 0 | 30 | 30 | 2 | | |
| Total | 28 | 8 | 18 | 2 | 420 | 480 | 30 | 25 | 8 | 14 | 3 | 375 | 525 | 30 | | |

CH = Class hours, SH = Study hours, ECTS = Credit Points according to the European Credit Transfer And Accumulation System
L = Lecture, S = Seminar, T = Tutorial
M = Module exam, P = Partial module exam, WE = Written exam (90 Minutes), OE = Oral exam, PT = Project thesis
⁹ For further information regarding the equivalent modules/courses held in German see "Studienablaufplan Medien- und Kommunikationsmanagement" * Modules/courses can also be offered in other semesters

¹=BA-MKDe-AL-SQ1, BA-MNe-AL-SQ1; ²=BA-MKDe-AL-SQ2, BA-MNe-AL-SQ2; ³=BA-MNe-AL-GM2; ⁴=BA-MKDe-AL-DA2; ⁵=BA-MKDe-AL-DA3;
⁶=BA-MKDe-AL-SQ3, BA-MNe-AL-SQ3; ⁷=BA-MKDe-AL-SQ4, BA-MNe-AL-SQ4; ⁸=BA-MNe-AL-MW3

| Course Curriculum and Examination Regulations: Bachelor Programme Media and Communication Management | | | | | | | | | | | | | | | | | |
|---|------------------------|-----------|----------|----------|------------|------------|-----------|---------------|----------|----------|----------|------------|------------|-----------|------|---|---|
| Module | 3rd semester (abroad)* | | | | | | | 4th semester* | | | | | | | Exam | recommended time of module in the case of a part-time degree course (semester)* | |
| | Course units | | | | CH | SH | ECTS | Course units | | | | CH | SH | ECTS | | | |
| | Total | L | S | T | | | | Total | L | S | T | | | | | | |
| BA-MMe-AL-SQ5⁹ Key Qualification 5: Intercultural Communication | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | | | | | | | | M-PT | 5 |
| Intercultural Communication | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | | | | | | | | | |
| BA-MMe-AL-MK4 Scientific Methods and Concepts 4: Economics | 4 | 3 | 0 | 1 | 60 | 90 | 5 | | | | | | | | | M-WE | 5 |
| Economics | 4 | 3 | 0 | 1 | 60 | 90 | 5 | | | | | | | | | | |
| BA-MMe-AL-SQ6¹⁰ Key Qualification 6: Business Planning | 4 | 3 | 0 | 1 | 60 | 90 | 5 | | | | | | | | | M-PT | 5 |
| Business Planning | 4 | 3 | 0 | 1 | 60 | 90 | 5 | | | | | | | | | | |
| BA-MMe-AL-MA3¹¹ Foundations of Management 3: Marketing | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | | | | | | | | M-PT | 7 |
| Marketing | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | | | | | | | | | |
| BA-MMe-AL-LP1 Project 1 | 4 | 0 | 4 | 0 | 60 | 240 | 10 | | | | | | | | | M-PT | 7 |
| BA-MMe-AL-MK5 Scientific Methods and Concepts 5: Media Economics | | | | | | | | 4 | 2 | 2 | 0 | 60 | 90 | 5 | | M-WE | 8 |
| Media Systems | | | | | | | | 2 | 2 | 0 | 0 | 30 | 30 | 2 | | | |
| Value Creation in the Media | | | | | | | | 2 | 0 | 2 | 0 | 30 | 60 | 3 | | | |
| BA-MMe-AL-LP2 Project 2 | | | | | | | | 6 | 0 | 6 | 0 | 90 | 210 | 10 | | M-PT | 8 |
| BA-MMe-MK-MK2 Integrated Brand Communication | | | | | | | | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | M-PT | 6 |
| Integrated Communication and Cross Media | | | | | | | | 2 | 0 | 2 | 0 | 30 | 60 | 3 | | | |
| Online Marketing, Digital Branding and Social Media | | | | | | | | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | | |
| BA-MMe-MK-MK3 Management of Online Companies | | | | | | | | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | M-PT | 6 |
| Management of Online Companies | | | | | | | | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | | |
| BA-MMe-MK-MK4 Communication Management | | | | | | | | 4 | 2 | 0 | 2 | 60 | 90 | 5 | | M-WE | 6 |
| PR Theory | | | | | | | | 2 | 2 | 0 | 0 | 30 | 30 | 2 | | | |
| PR Practice | | | | | | | | 2 | 0 | 0 | 2 | 30 | 60 | 3 | | | |
| Total | 20 | 10 | 4 | 6 | 300 | 600 | 30 | 18 | 6 | 8 | 4 | 270 | 480 | 30 | | | |

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M = Module exam, P = Partial module exam, WE = Written exam (90 Minutes), OE = Oral exam, PT = Project thesis
* Modules/courses can also be offered in other semesters

⁹=BA-MKDe-AL-SQ5, BA-MMe-AL-SQ5, ¹⁰=BA-MKDe-AL-SQ6, BA-MMe-AL-SQ6, ¹¹=BA-MMe-AL-SF1

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|--|--------------|----------|-----------|----------|------------|------------|-----------|---------------|----------|----------|----------|-----------|------------|-----------|------|---|------|----|
| Module | 5th semester | | | | | | | 6th semester* | | | | | | | Exam | recommended time of module in the case of a part-time degree course (semester)* | | |
| | Course units | | | | CH | SH | ECTS | Course units | | | | CH | SH | ECTS | | | | |
| | Total | L | S | T | | | | Total | L | S | T | | | | | | | |
| BA-MMe-AL-AK Current Topics in Media Management | 2 | 0 | 2 | 0 | 30 | 120 | 5 | | | | | | | | | | M-PT | 9 |
| Current Topics in Media Management | 2 | 0 | 2 | 0 | 30 | 120 | 5 | | | | | | | | | | | |
| BA-MMe-AL-MA4 Foundations of Management 4: Accounting 2 | 4 | 0 | 4 | 0 | 60 | 90 | 5 | | | | | | | | | | M-WE | 11 |
| Finance and Investment | 2 | 0 | 2 | 0 | 30 | 60 | 3 | | | | | | | | | | | |
| Bookkeeping and Controlling | 2 | 0 | 2 | 0 | 30 | 30 | 2 | | | | | | | | | | | |
| BA-MMe-AL-LP3 Project 3 | 6 | 0 | 6 | 0 | 90 | 210 | 10 | | | | | | | | | | M-PT | 9 |
| BA-MMe-MK-MK5 Television Management | 4 | 4 | 0 | 0 | 60 | 90 | 5 | | | | | | | | | | M-PT | 11 |
| TV Channel Management | 2 | 2 | 0 | 0 | 30 | 30 | 2 | | | | | | | | | | | |
| TV Production and Marketing | 2 | 2 | 0 | 0 | 30 | 60 | 3 | | | | | | | | | | | |
| BA-MMe-MK-MK6 Special Topics in Media and Communication Management | 3 | 0 | 3 | 0 | 45 | 105 | 5 | | | | | | | | | | M-PT | 11 |
| Special Topics in Media and Communication Management | 3 | 0 | 3 | 0 | 45 | 105 | 5 | | | | | | | | | | | |
| BA-MMe-AL-PRAX Internship | | | | | | | | 0 | 0 | 0 | 0 | 0 | 600 | 20 | | | | 12 |
| Internship Minimum: 20 weeks | | | | | | | | 0 | 0 | 0 | 0 | 0 | 600 | 20 | | | | |
| BA-MMe-AL-SQ7¹² Key Qualification 7: Communication Skills | | | | | | | | 3 | 0 | 3 | 0 | 45 | 105 | 5 | M-OE | 10 | | |
| Communication Skills | | | | | | | | 3 | 0 | 3 | 0 | 45 | 105 | 5 | | | | |
| BA-MMe-AL-SI Student Initiative Project | | | | | | | | 1 | 0 | 1 | 0 | 15 | 135 | 5 | M-PT | 10 | | |
| Student Initiative Project | | | | | | | | 1 | 0 | 1 | 0 | 15 | 135 | 5 | | | | |
| Total | 19 | 4 | 15 | 0 | 285 | 615 | 30 | 4 | 0 | 4 | 0 | 60 | 840 | 30 | | | | |
| <i>CH = Class hours, SH = Study hours, ECTS = Credit Points according to the European Credit Transfer And Accumulation System L = Lecture, S = Seminar, T = Tutorial M = Module exam, P = Partial module exam, WE = Written exam (90 Minutes), OE = Oral exam, PT = Project thesis * Modules/courses can also be offered in other semesters</i> | | | | | | | | | | | | | | | | | | |
| ¹² =BA-MKDe-AL-S07, BA-MMe-AL-S07 | | | | | | | | | | | | | | | | | | |

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|---|--------------|----------|----------|----------|------------|------------|-----------|------|---|
| Module | 7th semester | | | | | | | Exam | recommended time of module in the case of a part-time degree course (semester)* |
| | Course units | | | | CS | SH | ECTS | | |
| | Total | L | S | T | | | | | |
| BA-MMe-AL-BSEM Bachelor Seminar | 2 | 0 | 2 | 0 | 30 | 420 | 15 | | 14 |
| Colloquium | 2 | 0 | 2 | 0 | 30 | 60 | 3 | P-OE | |
| Bachelor Thesis | 0 | 0 | 0 | 0 | 0 | 360 | 12 | P-PT | |
| BA-MMe-AL-SQ8¹³ Key Qualification 8: Entrepreneurship | 3 | 2 | 0 | 1 | 45 | 105 | 5 | M-OE | 13 |
| Entrepreneurship | 3 | 2 | 0 | 1 | 45 | 105 | 5 | | |
| BA-MMe-AL-MA5¹⁴ Foundations of Management 5: Strategy, Organisation, Leadership | 4 | 4 | 0 | 0 | 60 | 90 | 5 | M-WE | 13 |
| Strategy and Organisation | 2 | 2 | 0 | 0 | 30 | 60 | 3 | | |
| Leadership and Motivation | 2 | 2 | 0 | 0 | 30 | 30 | 2 | | |
| BA-MMe-AL-MK6 Scientific Methods and Concepts 6: Methodology Workshop | 2 | 0 | 2 | 0 | 30 | 120 | 5 | M-PT | 13 |
| Methodology Workshop | 2 | 0 | 2 | 0 | 30 | 120 | 5 | | |
| Total | 11 | 6 | 4 | 1 | 165 | 735 | 30 | | |
| <i>CH = Class hours, SH = Study hours, ECTS = Credit Points according to the European Credit Transfer And Accumulation System L = Lecture, S = Seminar, T = Tutorial M = Module exam, P = Partial module exam, WE = Written exam (90 Minutes), OE = Oral exam, PT = Project thesis *Modules/courses can also be offered in other semesters</i> | | | | | | | | | |
| ¹³ =BA-MKDe-AL-SQ8, BA-MMe-AL-SQ8; ¹⁴ =BA-MMe-AL-GM6 | | | | | | | | | |