

Course Curriculum: Bachelor Programme Media and Communication Management																		
Module	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		
	Tot al	L	S	T	W				Tot al	L	S	T	W					
B-SQe-ALL-LPC Language Proficiency and Cultural Sensitivity <sup>E1</sup>	4	2		2		60	90	5									/	1
B-SQe-ALL-WAR Academic Writing and Research <sup>2</sup>	3	1		2		45	105	5									PA	1
B-STGe-ALL-BWL Basics of Business Administration <sup>03</sup>	4	2		2		60	90	5									K	1
B-STGe-ALL-BGB Accounting and Basics of Balancing <sup>04</sup>	4	2		2		60	90	5									K	1
B-STGe-ALL-PTM Editorial Design <sup>T5</sup>	2				2	30	120	5									PA	3
B-STGe-ALL-AVM Audiovisual Media <sup>T6</sup>	2				2	30	120	5									PA	3
B-STGe-ALL-GLR Basics of Law <sup>07</sup>									4	2		2		60	90	5	K	2
B-STGe-ALL-EFS Empirical Research and Statistics <sup>*08</sup>									4	2		2		60	90	5	K	2
B-STGe-ALL-MKZ Management Concepts <sup>09</sup>									2		2			30	120	5	m	2
B-STGe-ALL-MMP Media Economics and Politics <sup>0</sup>									3	2	1			45	105	5	m	4
B-STGe-ALL-OLM Online Media <sup>0</sup>									4			4		60	90	5	PA	4
B-MMe-STR-GLE Understanding Event Management									3	2	1			45	105	5	K	2
<b>Total</b>	<b>19</b>	<b>7</b>	<b>0</b>	<b>8</b>	<b>4</b>	<b>285</b>	<b>615</b>	<b>30</b>	<b>20</b>					<b>300</b>	<b>600</b>	<b>30</b>		
<p>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System                      L = lecture, S = seminar, T = tutorial, W = workshop                      m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), † technical support, ° online module possible,                      ^Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters; amount of course units may vary, # special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management</p>																		
<p><sup>1-9</sup>: Module is also offered in: <sup>1</sup>FFe, DSe, MNe; <sup>2</sup>FFe, DSe, MNe; <sup>3</sup>MNe; <sup>4</sup>MNe; <sup>5</sup>DSe; <sup>6</sup>FFe, DSe; <sup>7</sup>MNe; <sup>8</sup>MNe; <sup>9</sup>MNe</p>																		

Course Curriculum: Bachelor Programme Media and Communication Management																		
Module	3rd semester (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
	Tot al	L	S	T	W				Tot al	L	S	T	W					
B-SQe-ALL-IKK Intercultural Communication <sup>01</sup>	3	2		1		45	105	5									PA	5
B-SQe-ALL-PMM Project Management <sup>02</sup>	3	2	1			45	105	5									K	5
B-STGe-ALL-BSP Business Planning <sup>03</sup>	4	2		2		60	90	5									PA	5
B-STGe-ALL-MRK Marketing <sup>0</sup>	3	2	1			45	105	5									K	7
B-MMe-ALL-IDP Interdisciplinary Project <sup>0</sup>	5				5	75	225	10									PA	2
B-STGe-ALL-MKT Media and Communication Theories <sup>0</sup>									3	2	1			45	105	5	m	
B-MMe-ALL-OTP Orientation Project <sup>#</sup>									5				5	75	225	10	PA	8
B-STGe-STR-SPU Strategic Corporate Communication									4	2	2			60	90	5	K	6
B-STGe-STR-CUC Campaigning and Crossmedia									3	2	1			45	105	5	PA	6
B-STGe-STR-CEM Customer Experience Management									4				4	60	90	5	PA	6
<b>Total</b>	<b>18</b>	<b>8</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>270</b>	<b>630</b>	<b>30</b>	<b>12</b>	<b>6</b>	<b>4</b>	<b>0</b>	<b>9</b>	<b>285</b>	<b>615</b>	<b>20</b>		
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i>  <i>L = lecture, S = seminar, T = tutorial, W = workshop</i>  <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>1</sup> technical support, <sup>0</sup> online module possible,</i>  <i><sup>A</sup>Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>*</sup>modules can also be offered in other semesters, <sup>-</sup> amount of course units may vary, <sup>#</sup> special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management</i></p>																		
<p><sup>1-3</sup>: Module is also offered in: <sup>1</sup>FFe, DSe, MNe; <sup>2</sup>FFe, DSe, MNe; <sup>3</sup>MNe</p>																		

Course Curriculum: Bachelor Programme Media and Communication Management																				
Module	5th semester								6th semester								Exam	recommended time of module in the case of a part-time degree course (semester)*		
	Course units							ECTS	Course units							ECTS				
	Tot al	L	S	T	W	CH	SH		Tot al	L	S	T	W	CH	SH				ECTS	
B-STGe-ALL-DTG Digital Technologies <sup>0 1</sup>	3					3	45	105	5									PA	9	
B-STGe-ALL-SOG Strategy and Organisation <sup>0 2</sup>	3	2	1				45	105	5									m	11	
B-MMe-ALL-FKP Focus Project <sup>8</sup>	5					5	75	225	10									PA	9	
B-STGe-STR-PSM Performance Marketing and Social Media	4	2			2		60	90	5									PA	11	
B-MMe-MKM-SPT Special Topics in Media and Communication Management	3		3				45	105	5									PA	11	
B-SQe-ALL-KMK Communication Skills <sup>3</sup>										3					3	45	105	5	m	12
B-STGe-ALL-SIT Student Initiative <sup>4</sup>										0					0	150	5	PA	10	
B-MMe-ALL-PRA Internship Semester										0					0	600	20	^	10	
<b>Total</b>	<b>18</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>165</b>	<b>435</b>	<b>20</b>	<b>20</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>45</b>	<b>855</b>	<b>30</b>			
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i>  <i>L = lecture, S = seminar, T = tutorial, W = workshop</i>  <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>1</sup> technical support, <sup>0</sup> online module possible,</i>  <sup>4</sup>Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>3</sup>modules can also be offered in other semesters, <sup>2</sup> amount of course units may vary, <sup>8</sup>special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management</p>																				
<p><sup>1-4</sup>: Module is also offered in: <sup>1</sup>DSe, MNe; <sup>2</sup>MNe; <sup>3</sup>Ffe, DSe, MNe; <sup>4</sup>Ffe, DSe, MNe</p>																				

Course Curriculum: Bachelor Programme Media and Communication Management										
Module	7th semester									recommended time of module in the case of a part-time degree course (semester)*
	Course units					CH	SH	ECTS	Exam	
	Total	L	S	T	W					
B-SQe-ALL-EXG Entrepreneurship <sup>1</sup>	3	1		2		45	105	5	m	14
B-MMe-ALL-MMM Advanced Research Methods Media Management <sup>#</sup>	2		2			30	120	5	/	13
B-MMe-ALL-AMM Current Issues in Media Management <sup>o</sup>	2		2			30	120	5	PA	14
B-MMe-ALL-BTH Bachelor Thesis <sup>#</sup>	0					0	450	15	+	14
<b>Total</b>	<b>7</b>	<b>1</b>	<b>4</b>	<b>2</b>		<b>105</b>	<b>795</b>	<b>30</b>		
<p><i>CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System</i>  <i>L = lecture, S = seminar, T = tutorial, W = workshop</i>  <i>m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), <sup>1</sup> technical support, <sup>o</sup> online module possible,</i>  <i><sup>^</sup>Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), <sup>*</sup>modules can also be offered in other semesters, <sup>-</sup> amount of course units may vary,</i>  <i><sup>#</sup>special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management</i></p>										
<p><sup>1</sup>Module is also offered in FFe, DSe, MNe</p>										