

# Media and Communication Management B.A.

1st semester	2nd semester	3rd semester abroad*	4th semester	5th semester	6th semester practice	7th semester
<b>Business Administration</b> Management Theory, Business Mathematics, Accounting  7 Course Units   7 ECTS	<b>Practice Oriented Modules</b> Brand Management and Advertising, Corporate Communications and PR  8 Course Units   10 ECTS	<b>Business Administration</b> Economics, Marketing, Business Planning, Financing  9 Course Units   10 ECTS	<b>Practice Oriented Modules</b> Brand Management and Advertising, Corporate Com- munications and PR, Internet Management, TV Manage- ment and Broadcasting 16 Course Units   20 ECTS	<b>Practice Oriented Modules</b> Internet Management, TV Management and Broadcasting  8 Course Units   10 ECTS		<b>Bachelor thesis</b> <b>Bachelor seminar</b>  2+0 Course Units   12+3 ECTS
<b>Media Design and Technologies</b> Writing and the Journalistic Process, Foundations of Media Design, Print Media Design and Technologies  7 Course Units   10 ECTS	<b>Media Design and Technologies</b> Specific Journalistic Formats, Audio and Video Design and Technologies, Internet Business, Models and Ap- plications, Interactive Media Design and Technologies 8 Course Units   10 ECTS	<b>Media and Communication Project 1</b>  4 Course Units   10 ECTS	<b>Media and Communication Project 2</b>  6 Course Units   10 ECTS	<b>Media and Communication Project 3</b>  4 Course Units   10 ECTS	<b>Practice Module</b> Practice, Report  0 Course Units   20 ECTS	<b>Business Administration</b> Strategy and Business Ethics, Organisation and Human Resources, Advanced Accounting  6 Course Units   8 ECTS
				<b>Business Administration</b> Integrated Communication and CRM, Innovation Management 4 Course Units   5 ECTS		
<b>Media and Communication Science</b> Foundations of Media Management, Legal Aspects, Scientific Working 10 Course Units   10 ECTS	<b>Media and Communication Science</b> Statistics, Scientific Methods  5 Course Units   5 ECTS	<b>Students' Initiatives 1</b> Media Management Specialisation, International Students' Project  3 Course Units   5 ECTS		<b>Media and Communication Science</b> Politics and Media, Theories of Media and Communication 4 Course Units   5 ECTS	<b>Media and Communication Science</b> International Media Business (E-Learning)  0 Course Units   5 ECTS	<b>Students' Initiatives 2</b> Tutor Groups, Students' Project  1 Course Units   5 ECTS
<b>Soft Skills</b> German  3 Course Units   3 ECTS	<b>Soft Skills</b> German, Project Management 5 Course Units   5 ECTS	<b>Soft Skills</b> Intercultural Management, Cultural Area Studies 4 Course Units   5 ECTS			<b>Soft Skills</b> Presentation, Social Skills, Application Training 4 Course Units   5 ECTS	<b>Soft Skills</b> Entrepreneurship  2 Course Units   2 ECTS
27 Course Units   30 ECTS	26 Course Units   30 ECTS	20 Course Units   30 ECTS	22 Course Units   30 ECTS	20 Course Units   30 ECTS	4 Course Units   30 ECTS	11 Course Units   30 ECTS

\*A flexible timetable facilitates study abroad during the 3rd or 4th term.