



Study Programme Media Management B.A. Media and Communication Management | EN

Job Perspectives (examples): Press Officer, Project Manager for Online Media, Social Media Manager, Event Manager, Account Manager in an Advertising Agency, Marketing Manager, Press Reviewer for a Global Media Company

„Worldwide, connected and digital – media in the global market“

1. Semester	2. Semester	3. Semester (Abroad)	4. Semester	5. Semester	6. Semester (Internship)	7. Semester
Language Proficiency and Cultural Sensitivity	Understanding Event Management	Intercultural Communication	Media and Communication Theories	Digital Technologies	Communication Skills	Entrepreneurship
Academic Writing and Research	Basics of Law	Project Management	Strategic Corporate Communication	Strategy and Organisation	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	Current Issues in Media Management
Accounting and Basics of Finance	Management Concepts	Marketing	Customer Experience Management	Special Topics in Media and Communication Management		Bachelor Thesis
Editorial Design	Media Economics and Politics	Interdisciplinary Project	Orientation Project	Focus Project		
Audiovisual Media	Online Media					
30 ECTS / 19 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 3 SWS	30 ECTS / 7 SWS