

Course Curriculum: Bachelor Programme Media 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
	Total	L	S	T	W				Total	L	S	T	W					
B-SQe-ALL-WAR Academic Writing and Research ¹	3	1		2		45	105	5									PA	1
B-STGe-ALL-BWL Basics of Business Administration ⁰²	4	2		2		60	90	5									K	1
B-STGe-ALL-BGB Accounting and Basics of Balancing ⁰³	4	2		2		60	90	5									K	1
B-STGe-ALL-PTM Editorial Design ⁷⁴	2				2	30	120	5									PA	3
B-STGe-ALL-AVM Audiovisual Media ⁷⁵	2				2	30	120	5									PA	3
Tracks (1 out of 5)	3	2	1	2		45	105	5									K	3
Media and Communication Mangement (gen.)	3	2	1			45	105	5									K	
Mucis Management	3	2	1			45	105	5									m	
Brand Management	3	2	1			45	105	5									m	
Event Management	3	2	1			45	105	5									PA	
Digital Media	4	2		2		60	90	5										
B-SQe-ALL-LPC Language Proficiency and Cultural Sensitivity ^{E6}									4	2		2		60	90	5	/	2
B-STGe-ALL-GLR Basics of Law ⁰⁷									4	2		2		60	90	5	K	2
B-STGe-ALL-EFS Empirical Research and Statistics ⁰⁸									4	2		2		60	90	5	K	2
B-STGe-ALL-MKZ Management Concepts ⁰⁹									2		2		30	120	5	m	4	
B-STGe-ALL-MMP Media Economics and Politics ⁰									3	2	1		45	105	5	m	4	
B-STGe-ALL-OLM Online Media ⁰									4			4	60	90	5	PA	4	
Total	18	5		6	4	270	630	30	31	8	3	6	4	315	585	30		

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m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ¹ non academic support, ⁰ online module possible.
^AReport (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,
⁸ special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

¹⁻⁶: Modul also offered in: 1FF, DS, MN; 2 MN; 3MN; 4DS; 5FF, DS; 6FF, DS, MN; 7MN; 8 MN; 9MN

Course Curriculum: Bachelor Programme Media Management																		
Module	3rd semester (semester abroad)									4th semester (semester abroad)							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	W				Total	L	S	T	W					
B-STGe-ALL-MKT Media and Communication Theories ^o	3	2	1			45	105	5									m	5
B-MMe-ALL-OTP Orientation Project ^d	5				5	75	225	10									PA	5
Tracks (1 out of 5)	10					150	300	15										7
Media and Communication Mangement (gen.)	10	4	2		4	165	105	15										
Mucis Management	10	6	2	2		150	300	15										
Brand Management	10	6	2	2		150	300	15										
Event Management	10	6	2	2		150	270	15										
Digital Media	9	5		4		135	315	15										
B-SQe-ALL-JKK Intercultural Communication ^{o 1}									3	2		1		45	105	5	PA	6
B-SQe-ALL-PMM Project Management ^{o2}									3	2	1			45	105	5	K	6
B-STGe-ALL-BSP Business Planning ^{o 3}									4	2		2		60	90	5	PA	6
B-STGe-ALL-MRK Marketing ^o									3	2	1			45	105	5	K	8
B-MMe-ALL-IDP Interdisciplinary Project ^o									5			5	75	225	10	PA	8	
Total	18	2	1		5	195	630	30	18	8	2	3	5	270	630	30		
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<p>¹⁻³ Modul also offered in: 1FF, DS, MN; 2FF, DS, MN; 3MN;</p>																		

Course Curriculum: Bachelor Programme Media Management																				
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	W				Total	L	S	T	W							
B-STGe-ALL-SIT Student Initiative ¹							150	5									PA	9		
B-MMe-ALL-PRA Internship Semester							600	20									^	10		
B-SQe-ALL-KMK Communication Skills ²												3			3	45	105	5	m	9
B-STGe-ALL-DTG Digital Technologies ⁰³												3	1	2		45	105	5	PA	9
B-MMe-ALL-AMM Current Issues in Media Management O												2		2		30	120	5	PA	11
B-MMe-ALL-FKP Focus Project ⁴												5			5	75	225	10	PA	11
Tracks (1 out of 5)												7						10		12
Media and Communication Mangement (gen.)												7	2	1	4	105	195	10		
Mucis Management												7	2	3	2	105	195	10		
Brand Management												7	2	3	2	105	195	10		
Event Management												7	4	1	2	105	195	10		
Digital Media												7	4	2		105	195	10		
Total							45	855	30			20	1	4	8	195	555	35		

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⁴Report (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

¹⁻³ Modul also offered in: 1FF, DS, MN; 2FF, DS, MN; 3DS, MN

Course Curriculum: Bachelor Programme Media Management											
Module	7th semester								Exam	recommended time of module in the case of a part-time degree course (semester)*	
	Course units					CH	SH	ECTS			
	Total	L	S	T	W						
B-SQe-ALL-EXG Entrepreneurship ¹	3	1		2		45	105	5	m	12	
B-MMe-ALL-MMM Advanced Research Methods Media Management [#]	2		2			30	120	5	/	13	
B-MMe-ALL-AMM Current Issues in Media Management ^o	3	2	1			45	105	5	m	13	
B-MMe-ALL-BTH Bachelor Thesis [#]	0					0	450	15	+	14	
Total	8	3	3	2		120	780	30			

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[#]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

¹Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media and Communication Management																								
Module	1st semester [#]							3rd semester ^{##}							6th semester ^{###}					Exam				
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units							
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S		T	W		
B-MMe-STR-GLE	3	2	1			45	105	5													K			
Understanding Event Management																								
B-STGe-STR-SPU									4	2	2			60	90	5					K			
Strategic Corporate Communication																								
B-STGe-STR-CUC									3	2	1			45	105	5					PA			
Campainging and Crossmedia																								
B-STGe-STR-CEM									4				4	60	90	5					PA			
Customer Experience Management																								
B-STGe-STR-PSM																	4	2		2	60	90	5	PA
Performance Marketing and Social Media																								
B-MMe-MKM-SP																								
Special Topics in Media and Communication Management																	3		3		45	105	5	PA
Total	3	2	1			45	105	5	11	4	3		4	165	285	15	7	2	3	2	105	195	10	
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<p>1Module is also offered in FFe, DSe, MNe</p>																								
<p><small>#=recommended time of module in the case of a part-time degree course: 3rd Semester ##=recommended time of module in the case of a part-time degree course: 7th Semester ###=recommended time of module in the case of a part-time degree course: 12th Semester</small></p>																								

Course Curriculum: Bachelor Programme Media Management English																								
Module	1st semester [#]							3rd semester ^{##}							6th semester ^{###}					Exam				
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units				CH	SH	ECTS	
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S					T
Compulsory elective modules																								
Track Brand Mangement																								
B-STGe-STR-GMI																				K				
Basics of Brand Management and Integrated Communication ¹	3	2	1			45	105	5																
B-STGe-STR-MPT																					PA			
Media Planning and Targeting ²															4				4			60	90	5
B-STGe-STR-CUC																						PA		
Campaigning and Crossmedia ³															3	2	1				45		105	5
B-STGe-STR-WEP																					PA			
Psychology of Advertising ⁴															3	2	1			45		105	5	
B-STGe-STR-PSM																				PA				
Performance Marketing and Social Media ⁵															4	2			2			60	90	5
B-MMe-BMT-SPT																				PA				
Special Topics in Brand Mangement															3		3				45	105	5	
Total	3	2	1			45	105	5	10	4	2		4	150	300	15	7	2	3	2		105	195	10
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Course Curriculum: Bachelor Programme Media Management																													
Module	1st semester [#]							3rd semester ^{##}							6th semester ^{###}							Exam							
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units						CH	SH	ECTS				
Compulsory elective module Track Event Management					Total				L	S	T	W	Total				L	S	T	W	Total	L				S	T	W	Total
B-STGe-STR-GKE Understanding Communication and Event Management	3	2	1			45	105	5																					K
B-STGe-STR-CEM Customer Experience Management									4				4	60	90	5											PA		
B-MMe-STR-LET Live-Entertainment									3	2	1			45	105	5											PA		
B-STGe-STR-DBU Digital Business									3	2	1			45	105	5											m		
B-MMe-STR-KMM Artist Management and Music Marketing																	4	2		2		60	90	5			PA		
B-MMe-EVM-SPT Special Topics in Event Management																	3		3			45	105	5			PA		
Total	3	2	1			45	105	5	10	4	2		4	150	300	15	7	2	3	2		105	195	10					
<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), T non academic support, O online module possible, ^aReport (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>¹Module is also offered in FFe, DSe, Mne</p>																													
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Course Curriculum: Bachelor Programme Media Management																									
Module	1st semester							3rd semester							6th semester							Exam			
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units						CH	SH	ECTS
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S	T	W				
B-MMe-MUM-GLM Principles of Music Management	3	2	1			45	105	5													K				
B-MMe-MUM-MUW Musicology									4	2	2				60	90	5				K				
B-MMe-STR-LET Live-Entertainment									3	2	1				45	105	5				PA				
B-STGe-STR-DBU Digital Business									3	2	1				45	105	5				m				
B-MMe-STR-KMM Artist Management and Music Marketing																		4	2	2	PA				
B-MMe-MUM-SPT Special Topics in Music Management																		3		3	PA				
Total	3	2	1			45	105	5	10	6	4			150	300	15	7	2	5		105	195	10		
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<p>¹Module is also offered in FFe, DSe, Mne</p>																									
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Course Curriculum: Bachelor Programme Media Management																								
Modul	1st semester [#]							3rd semester ^{##}							6th semester ^{###}					Exam				
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units							
Track	Total	L	S	T	W				Total	L	S	T	W				Total	L	S	T	W	Total	L	S
Digital Media																								
B-STGe-STR-GMP	4	2		2		60	90	5													PA			
Basics of Coding ¹⁰																								
B-STGe-STR-AIP									3	1		2		45	105	5					m			
Agile IT-Project Management ¹⁰																								
B-STGe-STR-ITS									3	3				45	105	5					K			
Information Security ¹⁰																								
B-STGe-STR-DBS									3	1		2		45	105	5					K			
Database Systems ¹⁰																								
B-STGe-STR-BDS																	3	2		1	45	105	5	K
Operating and Data Systems ¹⁰																								
B-STGe-STR-DSA																	4	2		2	60	90	5	K
Data Structures and Algorithms ³⁰																								
Gesamt	4	2		2		60	90	5	9	5		4		135	315	15	7	4		2	105	195	10	

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¹⁰Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%). ¹¹modules can also be offered in other semesters, ~amount of course units may vary, ¹²special prerequisites according to § 4 (5) of the examination regulations for the bachelor programme Media Management

1Modul also offered in DT; MN-DBC:DS-DDC

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 ####=recommended time of module in the case of a part-time degree course: 12th Semester