

Bachelor degree
Media Management B.A.
Specialisation Brand Management I EN

Job perspectives
Customer Experience Manager/in
Brand (Communication) Manager/in
Online Marketing Manager/in
Brand Consultant
Content Strategist

Semester overview 6 semesters, starting in winter semester

1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester (Internship)	6th Semester
Language Proficiency and Cultural Sensitivity 4 SWS	Basics of Brand Management and Integrated Communication 3 SWS	Intercultural Communication 3 SWS	Media and Communication Theories 3 SWS	Communication Skills 3 SWS	Entrepreneurship 3 SWS
Academic Writing and Research 3 SWS	Basics of Law 4 SWS	Project Management 3 SWS	Media Planning und Targeting 4 SWS	Student Initiative	Advanced Research Methods Media Management 2 SWS
Basics of Business Administration 4 SWS	Empirical Research and Statistics 4 SWS	Business Planning 4 SWS	Campaigning und Crossmedia 3 SWS	Internship Semester	Current Issues in Media Management 3 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Marketing 3 SWS	Psychology of Advertising 3 SWS		Bachelor Thesis
Editorial Design 2 SWS	Media Economics and Politics 3 SWS	Interdisciplinary Project 5 SWS	Orientation Project 5 SWS		
Audiovisual Media 2 SWS	Online Media 4 SWS				
30 ECTS / 19 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 3 SWS	30 ECTS / 8 SWS