

Bachelor degree  
**Media Management B.A.**  
**Specialisation Media and Communication Management | EN**

**Job perspectives**  
Marketing- und Communication Manager/in  
Project Manager/in Onlinemedien  
Account Manager/in  
Strategy Consultant  
Publicist

Semester overview 7 semesters, starting in winter semester

1st Semester	2nd Semester	3rd Semester (Abroad)	4th Semester	5th Semester	6th Semester (Internship)	7th Semester
Language Proficiency and Cultural Sensitivity 4 SWS	Understanding Event Management 3 SWS	Intercultural Communication 3 SWS	Media and Communication Theories 3 SWS	Digital Technologies 3 SWS	Communication Skills 3 SWS	Entrepreneurship 3 SWS
Academic Writing and Research 3 SWS	Basics of Law 4 SWS	Project Management 3 SWS	Strategic Corporate Communication 4 SWS	Current Issues in Media Management 2 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	Performance Marketing und Social Media 4 SWS	Internship Semester	Current Issues in Media Management 3 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Marketing 3 SWS	Customer Experience Management 4 SWS	Special Topics in Media and Communication Management 3 SWS		Bachelor Thesis
Editorial Design 2 SWS	Media Economics and Politics 3 SWS	Interdisciplinary Project 5 SWS	Orientation Project 5 SWS	Focus Project 5 SWS		
Audiovisual Media 2 SWS	Online Media 4 SWS					
<b>30 ECTS / 19 SWS</b>	<b>30 ECTS / 20 SWS</b>	<b>30 ECTS / 18 SWS</b>	<b>30 ECTS / 19 SWS</b>	<b>30 ECTS / 17 SWS</b>	<b>30 ECTS / 3 SWS</b>	<b>30 ECTS / 8 SWS</b>