

Bachelor degree

Brand Management BA (Hons) & B.A.

Single Degree 6 Semester

6 Semesters with 180 ECTS/ BA (Hons) from Regents's University London

Additional Degree 7 Semester

7 Semesters with 180 ECTS/ BA (Hons) from Regents's University London plus 210 ECTS/ B.A. from Macromedia University

1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester (Internship)	6th Semester	7th 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	Digital Technologies 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	Current Issues in Media Management 2 SWS
Basics of Business Administration 4 SWS	Empirical Research and Statistics 4 SWS	Business Planning 4 SWS	Campaigning and Crossmedia 3 SWS	Internship Semester	Current Issues in Media Management 3 SWS	Performance Marketing and Social Media 4 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Marketing 3 SWS	Psychology of Advertising 3 SWS		Bachelor Thesis	Special Topics in Brand Management 3 SWS
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					
30 ECTS / 19 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 3 SWS	30 ECTS / 8 SWS	30 ECTS / 17 SWS