

Brand Management

1ST SEMESTER

Academic Writing and Research 5 ECTS 3 SWS
Practical Insights into the Media and Creative Industries 5 ECTS 3 SWS
Fundamentals of Business Administration and Business Law 5 ECTS 3 SWS
Research Methods and Designs 5 ECTS 3 SWS
Marketing and Sales 5 ECTS 3 SWS
Media, Communication, Psychology: Theories and Concepts 5 ECTS 3 SWS
30 ECTS 18 SWS

2ND SEMESTER

Global Awareness 5 ECTS 2 SWS
Content Creation 5 ECTS 3 SWS
Strategy and Organisation 5 ECTS 3 SWS
Data Analysis, Visualization, and Reporting 5 ECTS 4 SWS
Media Politics and Media Law 5 ECTS 3 SWS
Media Economics 5 ECTS 3 SWS
30 ECTS 18 SWS

3RD SEMESTER

Communication OR Self-Reflection* 5 ECTS 2 SWS
Practice-oriented Research 10 ECTS 5 SWS
HR and Creative Talent Management 5 ECTS 2 SWS
Specialisation in Brand Management 5 ECTS 3 SWS
Specialisation in Advertising Psychology 5 ECTS 3 SWS
30 ECTS 15 SWS

4TH SEMESTER

Student Initiative Project OR Creative Thinking* 5 ECTS 2 SWS
Research-oriented Practice 10 ECTS 5 SWS
Community Engagement and Social Impact 5 ECTS 3 SWS
Campaigning and Crossmedia 5 ECTS 3 SWS
Data Storytelling 5 ECTS 3 SWS
30 ECTS 16 SWS

5TH SEMESTER (INTERNSHIP)

Technological and Media Literacy OR Civic Literacy* 5 ECTS 2 SWS
Internship
30 ECTS 2 SWS

6TH SEMESTER

Entrepreneurship OR Social responsibility* 5 ECTS 2 SWS
Current Issues in Media Management 5 ECTS 3 SWS
In-Depth Research Media Management 5 ECTS 2 SWS
Bachelor Thesis 15 ECTS Individual Support
30 ECTS 7 SWS

*Choose from one module from two options.
Winter semester start. Updated Feb 2025. Subject to errors and changes.
Only module plans published in the student portal at the start of the course are binding.