

Bachelor degree  
**Media Management B.A.**  
**Specialisation Brand Management**

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

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 5 ECTS   4 SWS	Basics of Brand Management and Integrated Communication 5 ECTS   3 SWS	Intercultural Communication 5 ECTS   3 SWS	Media and Communication Theories 5 ECTS   3 SWS	Digital Technologies 5 ECTS   3 SWS	Communication Skills 5 ECTS   3 SWS	Entrepreneurship 5 ECTS   3 SWS
Academic Writing and Research 5 ECTS   3 SWS	Basics of Law 5 ECTS   4 SWS	Project Management 5 ECTS   3 SWS	Media Planning und Targeting 5 ECTS   4 SWS	Current Issues in Media Management 5 ECTS   2 SWS	Student Initiative 5 ECTS	Advanced Research Methods Media Management 5 ECTS   2 SWS
Basics of Business Administration 5 ECTS   4 SWS	Empirical Research and Statistics 5 ECTS   4 SWS	Business Planning 5 ECTS   4 SWS	Campaigning und Crossmedia 5 ECTS   3 SWS	Performance Marketing and Social Media 5 ECTS   4 SWS	Internship Semester 20 ECTS	Current Issues in Media Management 5 ECTS   3 SWS
Accounting and Basics of Balancing 5 ECTS   4 SWS	Management Concepts 5 ECTS   2 SWS	Marketing 5 ECTS   3 SWS	Psychology of Advertising 5 ECTS   3 SWS	Special Topics in Brand Mangement 5 ECTS   3 SWS		Bachelor Thesis 10 ECTS
Editorial Design 5 ECTS   2 SWS	Media Economics and Politics 5 ECTS   3 SWS	Interdisciplinary Project 10 ECTS   5 SWS	Orientation Project 10 ECTS   5 SWS	Focus Project 10 ECTS   5 SWS		
Audiovisual Media 5 ECTS   2 SWS	Online Media 5 ECTS   4 SWS		10 ECTS   5 SWS	10 ECTS   5 SWS	10 ECTS	
<b>30 ECTS / 19 SWS</b>	<b>30 ECTS / 20 SWS</b>	<b>30 ECTS / 18 SWS</b>	<b>30 ECTS / 18 SWS</b>	<b>30 ECTS / 17 SWS</b>	<b>30 ECTS / 3 SWS</b>	<b>30 ECTS / 8 SWS</b>