

Media Management B.A. Specialisation Media and Communication Management

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 5 ECTS 4 SWS	Understanding Event Management 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	Strategic Corporate Communication 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 und Social Media 5 ECTS 4 SWS	Internship Semester	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	Customer Experience Management 5 ECTS 4 SWS	Special Topics in Media and Communication Management 5 ECTS 3 SWS		Bachelor Thesis
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	20 ECTS	10 ECTS
Audiovisual Media 5 ECTS 2 SWS	Online Media 5 ECTS 4 SWS					
30 ECTS / 19 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 19 SWS	30 ECTS / 17 SWS	30 ECTS / 3 SWS	30 ECTS / 8 SWS