

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS
Design Operations	5	3	Dialogical Communication: Influencer, Social & Co.	5	3
Strategic & Digital Marketing	5	3	Design Strategies	10	6
Visual Identities	10	6			
Project Management	5	3	Thesis & Colloquium	15	1
Advanced Research Methodologies	5	3			
	30	18		30	9
60 ECTS					

	Specialization modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	Elective module from another UE faculty (Business)
	Mandatory elective modules

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System