

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS
Design Operations	5	3	UX/ UI Web/ AR/ VR/ AI	5	3	Implementation Management	5	3
Strategic & Digital Marketing	5	3	Dialogical Communication: Influencer, Social & Co.	5	3	Ethics in Design and Management	5	3
Visual Identities	10	6	Design Strategies	10	6	Thesis & Colloquium	20	1
Project Management	5	3	Interdisciplinary Elective	5	3			
Advanced Research Methodologies	5	3	Cultural Studies	5	3			
	30	18		30	18		30	7
90 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