

Course Curriculum																														
Master's Programme: Media and Communication Management (M.A.)																														
Three-semester programme (3SEM) and four-semester programme (4SEM)																														
Module	1st semester (only 4SEM)						1st sem(3SEM) / 2nd sem(4SEM)						2nd sem(3SEM) / 3rd sem(4SEM)						3rd sem(3SEM) / 4th sem(4SEM)						Exam	recommended time of module in the case of a part-time degree course (semester)*				
	Course units						Course units						Course units						Course units											
	Total	L	S	T	CH	SH	ECTS	Total	L	S	T	CH	SH	ECTS	Total	L	S	T	CH	SH	ECTS	Total	L	S			T	CH	SH	ECTS
M-MKe-AL-DIT	3	1		2	45	105	5																					PA	1	
Advanced Digital Technologies																														
M-MKe-AL-ATE	3		3		45	105	5																						PA	2
Current Issues																														
M-MKe-AL-PPR	3		3		45	255	10																						PA	1
Practical-based Project																														
M-MKe-AL-FPR	3		3		45	255	10																						PA	2
Research-oriented Project																														
M-MKe-AL-MW1 ¹							3		3			45	105	5															PA	3
Foresight and Global Trends																														
M-MKe-AL-MW2 ²							3	2		1		45	105	5															PA	3
Statistics and Business Mathematics																														
M-MKe-AL-PRO1							3		3			45	255	10															PA	4
Interdisciplinary Project																														
Elective module (1 out of 8)														10																
M-MKe-AL-MW3 ³												3		3			45	105	5										PA	5
Strategy and Innovation Processes																														
M-MKe-AL-MW4												3	2		1		45	105	5										m	5
Media Economics and Management																														
M-MKe-AL-MW5 ⁴												3	2		1		45	105	5										K	5
Finance and Accounting																														
Elective module (1 out of 8)																														
M-MKe-AL-MW6 ⁵																						3		3		45	105	5	m	7
Leadership and Entrepreneurial Thinking																														
M-MKe-AL-MW7																						2		2		30	120	5	/	7
Media and Communication Research																														
M-MKe-AL-MAT ⁶																														
Master Thesis																						*				75	525	20	MA	8
Total	12	1	9	2	180	720	30	9	2	6	1	135	465	20	9	4	3	2	135	315	15	5		5		150	750	30		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System
L = lecture, S = seminar, T = tutorial, W = workshop
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible.
*Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, -amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

1,5, 8,9 Compulsory module in all M.A. Programmes, 2=M-BUd-AL-MW2, 3= M-MKd-BMT-VT1, M-MKd-COC-VT1, 4=M-MKd-COC-VT2, 6=M-BUd-AL-MW5, 7=M-MKd-BMT-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum

Master's Programme: Media and Communication Management (M.A.)

Three-semester programme (3SEM) and four-semester programme (4SEM)

Field of Study: Media and Communication Management (generic variant)

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-MCM-VT1¹ Understanding Media & Communication	3		3		45	105	5								K	3
M-MKe-MCM-VT2² Corporate Communications Management	3		3		45	105	5								m	4
M-MKe-MCM-FOK Focus Project								3		3		45	255	10	PA	6
M-MKe-MCM-VT3³ Brands and Branding								3		3		45	105	5	K	6
Total	6		6		90	210	10	6		6		90	360	15		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System
L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,
^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

1=M-MKd-MCM-VT1, M-MKd-COC-VT M-MKe- GMM-VT1; 2=M-MKd-COC-VT2,
3=M-MKd-BMT-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum

Master's Programme: Media and Communication Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of Study: Brandmanagement

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-BMT-VT1 Understanding Media & Communication	3		3		45	105	5								K	3
M-MKe-BMT-VT2² Marketing Strategy	3		3		45	105	5								m	4
M-MKe-BMT-FOK Focus Project								3			3	45	255	10	PA	6
M-MKe-BMT-VT3³ Brands and Branding								3		3		45	105	5	K	6
Total	6		6		90	210	10	6		3	3	90	360	15		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System
 L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,
[^]Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

¹=M-MKd-MCM-VT1, M-MKd-COC-VT1, M-MKe-GMM-VT1²= M-MKd-SMT-VT2, M-BUd-BUS-VT1, M-BUd-SMK-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1,
³=M-MKd-MCM-VT3, M-MKd-SMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum

Master's Programme: Media and Communication Management (M.A.)

Three-semester programme (3SEM) and four-semester programme (4SEM)

Field of Study: Corporate Communications

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Prüfung	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-COC-VT1 Understanding Media & Communication	3		3		45	105	5								K	3
M-MKe-COC-VT2² Corporate Communications Management	3				45	105	5								m	4
M-MKe-COC-FOK Focus Project								3		3		45	255	10	PA	6
M-MKe-COC-VT3 Content Marketing and Transmedia Storytelling								3		3		45	105	5	K	6
Total	6		3		90	210	10	6		6		90	360	15		

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L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,

[^]Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

1= M-MKd-MCM-VT1, M-MKd-BMT-VT1, 2=M-MKd-MCM-VT2, M-MKe-GMT-VT1

Course Curriculum

Master's Programme: Media and Communication Management (M.A.)
Three-semester programme (3SEM) and four-semester programme (4SEM)
Field of Study: Digital Media Business

Module	1st sem(3SEM) / 2nd sem(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course Units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-DMB-VT1 Digital Media Management	3		3		45	105	5								m	3
M-MKe-DMB-VT2¹ Digital Transformation and Operations	3				45	105	5								K	4
M-MKe-DMB-FOK Focus Project								3		3		45	255	10	PA	6
M-MKe-DMB-VT3² Social Media Management								3		3		45	105	5	K	6
Total	6		3		90	210	10	6		6		90	360	15		

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 L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,
[^]Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

¹= M-BUd-DBT-VT2, M-BUd-BUS-VT2 ²= M-BUd-MAN-VT2, M-MKe-GMT-VT1

Course Curriculum

Master's Programme: Media and Communication Management (M.A.)

Three-semester programme (3SEM) and four-semester programme (4SEM)

Field of Study: Sports Marketing

Module	1st sem(3SEM) / 2nd em(4SEM)							2nd sem(3SEM) / 3rd sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	SWS				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKd-SMT-VT1 Sports Marketing	3		3		45	105	5								K	3
M-MKe-SMT-VT2 ¹ Marketing Strategy	3				45	105	5								m	4
M-MKe-SMT-FOK Focus Project								3		3		45	255	10	PA	6
M-MKe-SMT-VT3 ² Brands and Branding								3		3		45	105	5	K	6
Total	6		3		90	210	10	6		6		90	360	15		

CH = class hours, SH = study hours, ECTS = credit points according to the European Credit Transfer And Accumulation System

L = lecture, S = seminar, T = tutorial, W = workshop

m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Oonline module possible,

*Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

¹= M-MKd-BMT-VT2, M-BUd-SMK-VT1, M-BUd-MAN-VT1, M-BUd-LFM-VT1, ²= M-MKd-MCM-VT3, M-MKd-BMT-VT3, M-BUd-SMK-VT2, M-BUd-LFM-VT2

Course Curriculum																
Master's Programme: Media and Communication Management (M.A.)																
Three-semester programme (3SEM) and four-semester programme (4SEM)																
Field of Study: Games Management																
Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-GMM-VT1 Understanding Media & Communication	3		3		45	105	5								K	3
M-MKe-GMM-VT2 ¹ Gaming and Gamers	3		3		45	105	5								PA	4
M-MKe-GMM-FOK Focus Project								3			3	45	255	10	PA	6
M-MKe-GMM-VT3 ² Video Games Business Models								3		3		45	105	5	K	6
Total	6		6		90	210	10	6		3	3	90	360	15		

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L = lecture, S = seminar, T = tutorial, W = workshop
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,
¹Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), ²modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

1= M-BUd-DBT-VT2, M-BUd-BUS-VT2 2= M-BUd-MAN-VT2

Course Curriculum																
Master's Programme: Media and Communication Management (M.A.)																
Three-semester programme (3SEM) and four-semester programme (4SEM)																
Field of Study: Music Management																
Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-MUM-VT1 Artist Management and Music Marketing	3		3		45	105	5								PA	3
M-MKe-MUM-VT2 Music Production	3		3		45	105	5								PA	4
M-MKe-MUM-FOK Fokusprojekt								3			3	45	255	10	PA	6
M-MKe-MUM-VT3 Social-Media-Management								3		3		45	105	5	K	6
Total	6		6		90	210	10	6		3	3	90	360	15		

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^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management

Course Curriculum																
Master's Programme: Media and Communication Management (M.A.)																
Three-semester programme (3SEM) and four-semester programme (4SEM)																
Field of Study: Film Production																
Module	1st sem(3SEM) / 2nd sem(4SEM)							2. Sem(3SEM) / 3. Sem(4SEM)							Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units				CH	SH	ECTS	Course units				CH	SH	ECTS		
	Total	L	S	T				Total	L	S	T					
M-MKe-FPD-VT1 Visual Communication Theories and Effects	3		3		45	105	5								K	3
M-MKe-FPD-VT2 Advanced Visual Storytelling	3		3		45	105	5								PA	4
M-MKe-FPD-FOK Fokusprojekt								3			3	45	255	10	PA	6
M-MKe-FPD-VT3 Content Creation Business Models								3		3		45	105	5	m	6
Total	6		6		90	210	10	6		3	3	90	360	15		

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L = lecture, S = seminar, T = tutorial, W = workshop
m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), T non-academic support, Online module possible,
^Report (not graded), + consists of the master thesis (80%) and an oral exam (20%), *modules can also be offered in other semesters, ~amount of course units may vary, #special prerequisites according to § 4 (5) of the examination regulations for the master's programme Media and Communication Management