

Course Curriculum: Bachelor Programme Media Management																		
Module	1st semester								2nd semester								Exam	recommended time of module in the case of a part-time degree course
	Course units								Course units									
	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH	SH	ECTS		
B-SQe-ALL-LPC Language Proficiency and Cultural Sensitivity ^{E1}	4	2		2		60	90	5									/	1
B-SQe-ALL-WAR Academic Writing and Research ²	3	1		2		45	105	5									PA	1
B-STGe-ALL-BWL Basics of Business Administration ⁰³	4	2		2		60	90	5									K	1
B-STGe-ALL-BGB Accounting and Basics of Balancing ⁰⁴	4	2		2		60	90	5									K	1
B-STGe-ALL-PTM Editorial Design ^{T5}	2				2	30	120	5									PA	3
B-STGe-ALL-AVM Audiovisual Media ^{T6}	2				2	30	120	5									PA	3
B-STGe-ALL-GLR Basics of Law ⁰⁷									4	2		2		60	90	5	K	2
B-STGe-ALL-EFS Empirical Research and Statistics ^{#08}									4	2		2		60	90	5	K	2
B-STGe-ALL-MKZ Management Concepts ⁰⁹									2		2			30	120	5	m	2
B-STGe-ALL-MMP Media Economics and Politics ⁰									3	2	1			45	105	5	m	4
B-STGe-ALL-OLM Online Media ⁰									4				4	60	90	5	PA	4
Tracks (1 out of 5)									3	2	1	2		45	105	5		2
Media and Communication Mangement (gen.)									3	2	1			45	105	5		2
Mucis Management									3	2	1			45	105	5		2
Brand Management									3	2	1			45	105	5		2
Event Management									3	2	1			45	105	5		2
Digital Media									4	2		2		60	90	5		2
Total	19	7	8	4	285	615	30	16	8	3	6	4	300	600	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), ¹ non academic support, ⁰ online module possible,
^{*}Report (not graded), + consists of the bachelor 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 bachelor programme Media Management

¹Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media Management																		
Module	3rd semester (semester abroad)								4th semester								Exam	recommended time of module in the case of a part-time degree course (semester)*
	Course units								Course units									
	Total	L	S	T	W	CH	SH	ECTS	Total	L	S	T	W	CH	SH	ECTS		
B-SQe-ALL-IKK Intercultural Communication ^{0 1}	3	2		1		45	105	5									PA	5
B-SQe-ALL-PMM Project Management ^{0 2}	3	2	1			45	105	5									K	5
B-STGe-ALL-BSP Business Planning ^{0 3}	4	2		2		60	90	5									PA	5
B-STGe-ALL-MRK Marketing ⁰	3	2	1			45	105	5									K	7
B-MMe-ALL-IDP Interdisciplinary Project ⁰	5				5	75	225	10									PA	2
B-STGe-ALL-MKT Media and Communication Theories ⁰									3	2	1			45	105	5	m	
B-MMe-ALL-OTP Orientation Project [#]									5			5	75	225	10		PA	8
Tracks (1 out of 5)									10					150	300	15		6
Media and Communication Mangement (gen.)									10	4	2		4	165	105	15		
Mucis Management									10	6	2	2		150	300	15		
Brand Management									10	6	2	2		150	300	15		
Event Management									10	6	2	2		150	270	15		
Digital Media									9	5		4		135	315	15		
Total	18	8	2	3	5	270	630	30	18	2	1	5	195	630	30			

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^AReport (not graded), + consists of the bachelor 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 bachelor programme Media Management

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Course Curriculum: Bachelor Programme Media Management																			
Module	5th semester							6th semester							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	W				Total	L	S	T	W						
B-STGe-ALL-DTG Digital Technologies ^{O1}	3	1	2			45	105	5									PA	9	
B-MMe-ALL-AMM Current Issues in Media Management O	2		2			30	120	5									PA	11	
B-MMe-ALL-FKP Focus Project [#]	5				5	75	225	10									PA	9	
Tracks (1 out of 5)	7					105	195	10											
Media and Communication Mangement (gen.)	7	2	1		4	105	195	10											
Mucis Management	7	2	3	2		105	195	10											
Brand Management	7	2	3	2		105	195	10											
Event Management	7	4	1	2		105	195	10											
Digital Media	7	4		2		105	195	10											
B-SQe-ALL-KMK Communication Skills ³									3					3	45	105	5	m	12
B-STGe-ALL-SIT Student Initiative ⁴																150	5	PA	10
B-MMe-ALL-PRA Internship Semester															600	20	^	10	
Total	17	1	4		5	255	645	30	3					3	45	855	30		

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^AReport (not graded), + consists of the bachelor 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 bachelor programme Media Management

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Course Curriculum: Bachelor Programme Media Management											
Module	7th semester									Exam	recommended time of module in the case of a part-time degree course (semester) ¹
	Course units					CH	SH	ECTS			
	Total	L	S	T	W						
B-SQe-ALL-EXG Entrepreneurship ¹	3	1		2		45	105	5	m	12	
B-MMe-ALL-MMM Advanced Research Methods Media Management ²	2		2			30	120	5	/	13	
B-MMe-ALL-AMM Current Issues in Media Management ³	3	2	1			45	105	5	m	14	
B-MMe-ALL-BTH Bachelor Thesis ⁴	0					0	450	15	+	15	
Total	8	3	3	2	0	120	780	30			
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<p>¹Module is also offered in FFe, DSe, MNe</p>											

Course Curriculum: Bachelor Programme Media and Communication Management																									
Module	2nd semester [#]							4th semester ^{##}							5th semester ^{###}						Exam				
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units			CH		SH	ECTS		
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S					T	W
B-MMe-STR-GLE																					K				
Understanding Event Management	3	2	1			45	105	5																	
B-STGe-STR-SPU																					K				
Strategic Corporate Communication								4	2	2				60	90	5									
B-STGe-STR-CUC																					PA				
Campainging and Crossmedia								3	2	1			45	105	5										
B-STGe-STR-CEM																					PA				
Customer Experience Management								4				4	60	90	5										
B-STGe-STR-PSM																					PA				
Performance Marketing and Social Media															4	2		2		60		90	5		
B-MMe-MKM-SP																					PA				
Special Topics in Media and Communication Management															3		3			45		105	5		
Total	3	2	1			45	105	5	11	4	3		4	165	285	15	7	2	3	2		105	195	10	
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<p>1Module is also offered in FFe, DSe, MNe</p>																									

Course Curriculum: Bachelor Programme Media Management English																									
Module	2nd semester [#]							4th semester ^{##}							5th semester ^{###}					Exam					
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S		T				W
Compulsory elective modules																									
Track Brand Mangement																									
B-STGe-STR-GMI	Basics of Brand Management and Integrated Communication ¹																			K					
B-STGe-STR-MPT								Media Planning and Targeting ²												PA					
B-STGe-STR-CUC								Campaigning and Crossmedia ³												PA					
B-STGe-STR-WEP								Psychology of Advertising ⁴												PA					
B-STGe-STR-PSM															Performance Marketing and Social Media ⁵					PA					
B-MMe-BMT-SPT															Special Topics in Brand Mangement					PA					
Total	3	2	1			45	105	5	10	4	2			4	150	300	15	7	2	3	2		105	195	10
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Course Curriculum: Bachelor Programme Media Management																								
Module	2nd semester [#]								4th semester ^{##}							5th semester ^{###}					Exam			
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units							
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S	T		W		
B-STGe-STR-GKE Track Event Management	3	2	1			45	105	5													K			
B-STGe-STR-CEM Customer Experience Management									4				4	60	90	5					PA			
B-MMe-STR-LET Live-Entertainment									3	2	1			45	105	5					PA			
B-STGe-STR-DBU Digital Business									3	2	1			45	105	5					m			
B-MMe-STR-KMM Artist Management and Music Marketing																	4	2		2	60	90	5	PA
B-MMe-EVM-SPT Special Topics in Event Management																	3		3		45	105	5	PA
Total	3	2	1			45	105	5	10	4	2		4	150	300	15	7	2	3	2	105	195	10	

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*Report (not graded), + consists of the bachelor 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 bachelor programme Media Management*

1Module is also offered in FFe, DSe, Mne

Course Curriculum: Bachelor Programme Media Management																							
Module	2nd semester							4th semester							5th semester					Exam			
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units						
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S		T	W	
B-MMe-MUM-GLM Principles of Music Management	3	2	1			45	105	5												K			
B-MMe-MUM-MUW Musicology									4	2	2			60	90	5				K			
B-MMe-STR-LET Live-Entertainment									3	2	1			45	105	5				PA			
B-STGe-STR-DBU Digital Business									3	2	1			45	105	5				m			
B-MMe-STR-KMM Artist Management and Music Marketing																	4	2	2	60	90	5	PA
B-MMe-MUM-SPT Special Topics in Music Management																	3		3	45	105	5	PA
Total	3	2	1			45	105	5	10	6	4			150	300	15	7	2	5	105	195	10	
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1Module is also offered in FFe, DSe, Mne																							

Course Curriculum: Bachelor Programme Media Management																							
Modul	2nd semester [#]							4th semester ^{##}							5th semester ^{###}					Exam			
	Course units					CH	SH	ECTS	Course units					CH	SH	ECTS	Course units						
	Total	L	S	T	W				Total	L	S	T	W				Total	L	S		T	W	
B-STGe-STR-GMP Digital Media	4	2		2		60	90	5												PA			
B-STGe-STR-AIP Basics of Coding ¹⁰									3	1		2		45	105	5				m			
B-STGe-STR-ITS Agile IT-Project Management ⁰									3	3				45	105	5				K			
B-STGe-STR-DBS Information Security ¹⁰									3	1		2		45	105	5				K			
B-STGe-STR-BDS Database Systems ¹⁰																	3	2	1	45	105	5	K
B-STGe-STR-BDS Operating and Data Systems ¹⁰																	4	2	2	60	90	5	K
B-STGe-STR-DSA Data Structures and Algorithms ³⁰																							
Gesamt	4	2		2		60	90	5	9	5		4		135	315	15	7	4	2	105	195	10	

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¹⁰Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%). ³⁰modules 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 bachelor programme Media Management

1Modul also offered in DT; MN-DBC:DS-DDC

[#]=recommended time of module in the case of a part-time degree course (semester) 2. Semester
^{##}=recommended time of module in the case of a part-time degree course (semester)6. Semester
^{###}=recommended time of module in the case of a part-time degree course (semester) 11. Semester