Module				1st s	eme	ster					2	2nd s	eme	ster				recommende time of modu
	C Total	Cours L	se u S	nits T	w	сн	SH	ECTS		L	se u S	nits T	w	сн	SH	ECTS	Exam	in the case of part- time degree cours
B-SQe-ALL-LPC	4	2		2		60	90	5									1	1
Language Proficiency and Cultural Sensitivity ^{E1} B-SQe-ALL-WAR	_																	
Academic Writing and Research ²	3	1		2		45	105	5									PA	1
B-STGe-ALL-BWL	4	2		2		60	90	5									к	1
Basics of Business Administration ⁰³ B-STGe-ALL-BGB																		
Accounting and Basics of Balancing ⁰⁴	4	2		2		60	90	5									к	1
B-STGe-ALL-PTM																		
Editorial Design ^{T5}	2				2	30	120	5									PA	3
B-STGe-ALL-AVM	2				2	30	120	5									PA	3
Audiovisual Media [™] B-STGe-ALL-GLR															1			
Basics of Law ⁰⁷									4	2		2		60	90	5	к	2
B-STGe-ALL-EFS									4	2		2		60	90	5	к	2
Empirical Research and Statistics ^{#08}																		
B-STGe-ALL-MKZ									2		2			30	120	5		2
Management Concepts ⁰⁹									2		2			30	120	5	m	2
B-STGe-ALL-MMP									_							<u> </u>		
Media Economics and Politics ⁰									3	2	1			45	105	5	m	4
B-STGe-ALL-OLM													4	~~	90		PA	4
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
Fotal	19	7		8	4	285	615	30	16	8	3	6	4	300	600	30		

¹ Class hous, on - study hous, constructions according to the Laborative transformation optimical products are below of the seminal, r - studies, r - works m - oral exam, PA = project thesis, K = written exam (90 minutes) / = no exam (pass/fail), ⁷ 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

Module				,	eme	ster al	road)					th se	mes	ter				recommended tim of module in the
	Total	Cour L	se ur S	T	w	сн	SH	ECTS		L	e un S	its T	w	сн	ѕн	ECTS	Exam	case of a part- tim degree course (semester)*
B-SQe-ALL-IKK Intercultural Communication ^{o 1}	3	2		1		45	105	5							l		РА	5
B-SQe-ALL-PMM Project Management ^{0 2}	3	2	1			45	105	5									к	5
B-STGe-ALL-BSP Business Planning ^{0 3}	4	2		2		60	90	5									PA	5
B-STGe-ALL-MRK	3	2	1			45	105	5									к	7
B-MMe-ALL-IDP Interdisciplinary Project ^o	5				5	75	225	10									РА	2
B-STGe-ALL-MKT Media and Communication Theories ⁰		1		I	1				3	2	1			45	105	5	m	
B-MMe-ALL-OTP Orientation Project [#]									5				5	75	225	10	РА	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		
CH = class hours, SH = study hours, ECTS = credit points accord m = oral exam, PA = project thesis, K = written o ^Report (not graded), + consists of the bachelor thesis (80%) a [#] special prerequisites according to §	exam (90 Ind an or	minu al exa	ites) am (2	/ = no 0%),	o exa *moo	m (pas lules c	s/fail), an also	^т no be of	n acade fered in	emic s other	uppo sem	ort, ^c ester	onl s,	line mo ~ amo	dule p unt of	ossible	э,	

F

Course Curriculum: Bachelor Programme Media Management																		
Module				th se	emes	ter		1				ith se	emes	ster		1		recommended time of module
	Total	L	e un S	T	w	сн	SH	ECTS	Total	L	e uni S	T	w	СН	ѕн	ECTS	Exam	in the case of a part- time degree course (semester)*
B-STGe-ALL-DTG Digital Technologies ⁰¹	3	1	2			45	105	5									PA	9
B-MMe-ALL-AMM Current Issues in Media Management O	2		2			30	120	5									РА	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		
CH = class hours, SH = study hours, ECTS = credit points accordir m = oral exam, PA = project thesis, K = written e ^Report (not graded), + consists of the bachelor thesis (80%) au [#] special prerequisites according to §	xam (90 i nd an ora	ninut I exai	es) / m (20	′ = nc 0%),	exa *mod	m (pa: lules c	ss/fail), an alse	, ^T non o be offe	academ ered in ot	ic su her se	ipport emes	ters,	online ~	e mod amour	ule po: nt of co	ssible,		
	¹ Modu	ıle is	also	offere	ed in	FFe, [DSe, N	1Ne										

T

Course Curriculum: Bachelor Programme Media Management

Module				7th s	semes	ster				recommended time module in the case
		Cou	rse ui			СН	SH	ECTS	Exam	a part- time degree course (semester)
	Total	L	s	т	w	•	0	-0.0		
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			30	120	5	I	13
B-MMe-ALL-AMM										
Current Issues in Media Management ^o	3	2	1			45	105	5	m	14
B-MMe-ALL-BTH										
Bachelor Thesis"	0					0	450	15	+	15
Total	8	3	3	2	0	120	780	30		
CH = class hours, SH = study hours, ECTS = credit points according to the European Credit T m = oral exam, PA = project thesis, K = written exam (90 minutes) / = no e: ^Report (not graded), + consists of the bachelor thesis (80%) and an oral exam (20%), "m [#] special prerequisites according to § 4 (5) of the examination reg	xam (pa odules c	ss/fail) an als	, ^T no obe o	n aca ffered	demic 1 in oth	support, er seme	° onlin sters, ~	e module amount	e possible, of course u	

¹Module is also offered in FFe, DSe, MNe

Course Curriculum: Bachelor Programme Media and Comm	nunicat	ion M	anag	emer	ıt																				
Module			:	2nd s	emes	ter#						4th se	meste	er##					ŧ	ith se	emest	er###			
Compulsory elective modules		Cour	se un			СН	SH	ECTS		Cour		<u> </u>		СН	SH	ECTS			rse ur			СН	SH	ECTS	Exam
Track Media and Communication Mangement (gen.)	Total	L	S	т	w				Total	L	S	Т	W				Total	L	S	Т	w			_	
B-MMe-STR-GLE	3	2	1			45	105	5																	к
Understanding Event Management																									
B-STGe-STR-SPU									4	2	2			60	90	5									к
Strategic Corporate Communication									-	-	-				50	Ĵ									ĸ
B-STGe-STR-CUC									3	2	1			45	105	5									PA
Campainging and Crossmedia									,	-				40	105	Ĵ									
B-STGe-STR-CEM									4				4	60	90	5									PA
Customer Experience Management																									
B-STGe-STR-PSM																	4	2		2		60	90	5	PA
Performance Marketing and Social Media																									
B-MMe-MKM-SP																	3		3			45	105	5	PA
Special Topics in Media and Communication Management																	-							-	
Total	3	2	1			45	105	5	11	4	3		4	165	285	15	7	2	3	2		105	195	10	
CH = class hours, SH = study hours, m = oral exam, PA ^Report (not graded), + consists of # special	= projec the bac	t thes: helor	is, K : thesis	= writ 6 (809	ten ex %) and	am (90 I an ora	minutes I exam	s) /= n (20%),	o exam 'module	(pass) s can	fail), also i	T non be offe	acad red in	emic su other	upport, semest	O online ers, ∼	e modul amount	e pos of co	sible,						
						1Mod	ule is al	so offer	ed in FF	e, DS	e, MM	le													

Module				2nd s	semes	ster"						4th se	emest	er""					5	ith sei	meste	r***			
Compulsory elective modules		Cou	rse u			СН	SH	ECTS			rse ur			СН	SH	ECTS		<u> </u>	se un			СН	SH	ECTS	Exar
Track Brand Mangement	Total	L	S	т	w				Total	L	S	Т	w				Total	L	S	Т	w				
B-STGe-STR-GMI																									
Basics of Brand Management and Integrated Communication ¹	3	2	1			45	105	5																	к
B-STGe-STR-MPT							-	-	4				4	60	90	5									PA
Media Planning and Targeting ²									4				4	60	90	5									PA
B-STGe-STR-CUC									3	2	1			45	105	5									PA
Campaigning and Crossmedia ³									Ū	-				40	103	J									
B-STGe-STR-WEP									3	2	1			45	105	5									PA
Psychology of Advertising ⁴									J	-	•			40	100	5									14
B-STGe-STR-PSM																	4	2		2		60	90	5	PA
Performance Marketing and Social Media ⁵																		-		-				•	
B-MMe-BMT-SPT																	3		3			45	105	5	PA
Special Topics in Brand Mangement																									
Total	3	2	1			45	105	5	10	4	2		4	150	300	15	7	2	3	2		105	195	10	
CH = class hours, SH = study hours, EC m = oral exam, PA = ^Report (not graded), + consists of t # special p	project he bach	thesi nelor t	s, K = hesis	writte (80%,	en exa) and (m (90 r an oral	ninutes, exam (.) /= no 20%), *i	exam nodule	(pass/ s can	'fail), also l	T non be offe	acad ered ir	lemic si n other	upport, semes	O onlin ters, ∼	e modul amount	e pos of co	sible,			·			

Course Curriculum: Bachelor Programme Media Manageme	ent								_																
Module				2nd	seme	ster#						4th se	mest	er##					ŧ	5th se	mest	er###			
Compulsory elective module Track Event Management	Total		irse u S	nits	w	СН	SH	ECTS	Total	Cour	se ur S	nits T	w	СН	SH	ECTS	Total	Cour	rse ur S	nits T	w	СН	SH	ECTS	Exam
B-STGe-STR-GKE Understanding Communication and Event Management	3	2	1			45	105	5	Total		3		v			I	TOLAI	<u> </u>	3	1	v				к
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	
CH = class hours, SH = study hours, EC m = oral exam, PA = ^Report (not graded), + consists of ti # special p	projec he bac	t thes thelor	is, K = thesis	= writt s (80%	ten ex %) and	am (90 1 an ora (5) of t	minutes I exam (he exam	s) / = n 20%), hination	o exam (*module:	(pass/ s can ions fo	fail), also i or the	T non be offe	acad ered ir	emic su n other	ıpport, semest	O online ers, ∼a	modul amount	pos of co	sible,			,			

F

-

Module			2	2nd ser	nester							4th s	emes	ster					5	ith se	emest	ter			
Compulsory elective module Track Music Mangement	Total	Cours	se u S	nits TV	N CH	I S	SH E	стѕ	(Total	Cours	se ui S	nits T	w	СН	SH	ECTS	C Total	ours L	e un S		w	СН	SH	ECTS	Exa
B-MMe-MUM-GLM Principles of Music Management	3	2	1		45	5 1	05	5																	к
B-MMe-MUM-MUW Musicology					_				4	2	2			60	90	5									к
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								L									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	5 10	05	5	10	6	4			150	300	15	7	2	5			105	195	10	
CH = class hours, SH = study hours m = oral exam, F ^Report (not graded), + consists # spec	A = project th	iesis, l lor the	K = v sis (vritten (80%) a	exam (and an a 4 (5) c	90 m oral e of the	inutes exam (exam	s) /= ((20%) hinatio	no exa , *mod	m (pa ules d lation	ass/fa can a is for	ail), 1 Iso b the b	T non e offe	acad ered ir	emic s n other	upport, semest	0 online ers, ~	тос атог	lule p int of	ossit	ble,				

Course Curriculum: Bachelor Programme Media Managen	nent																								
Modul				2nd s	seme	ster#						4th s	semes	ster##						5th s	emes	ster###			
Track Digital Media	Total	Cou L	irse u S	nits T	w	сн	SH	ECTS	Total	-	urse S	units T	w	СН	SH	ECTS	Total	Cou L	urse u S	units T	w	сн	SH	ECTS	Exam
B-STGe-STR-GMP	4	2		2		60	90	5																	PA
Basics of Coding ^{1TO}	4	2		2		60	90	5									_								PA
B-STGe-STR-AIP									3	1		2		45	105	5									m
Agile IT-Project Management [©]									Ŭ			-		P	100	Ŭ									
B-STGe-STR-ITS									3	3				45	105	5									к
Information Security ¹⁰																									
B-STGe-STR-DBS									3	1		2		45	105	5									к
Database Systems ¹⁰												_				-									
B-STGe-STR-BDS																	3	2		1		45	105	5	к
Operating and Data Systems ¹⁰																									
B-STGE-STR-DSA																	4	2		2		60	90	5	к
Data Structurs and Algorithms ¹⁰		_									_	_				1		_							
Gesamt	4	2		2		60	90	5	9	5		4		135	315	15	7	4		2		105	195	10	
CH = class hou m = oral exam, PA = ^Report (not graded), + consists of the bachelor thesis (80%)	projeci	t thes	is, K : al exar	= writt n (20'	L = le ten ex %), *r	ecture, am (90 nodules	S = ser minute s can a	ninar, T es) /=ı	= tuto no exa offered	orial, I m (pa in ot	//=v ass/fa hers	vorksh ail), T r emeste	iop non ac ers, ~a	ademi amoun	c suppo t of cou	ort, Oonl	ine mo	dule	possi		orereq	uisites	accordi	ng to §	4 (5) of the
					11	Modul a	llso offe	ered in I	DT; MI	N-DB	C;DS	-DDC													
	##=rec	comm	nende	d time	e of m	odule i	n the ca	se of a ase of a se of a	ı part-ti	ime d	egre	e cour	se (se	mester	r)6. Ser										