

Curriculum Communication Management (KM) – M.A.

Term	Modules and related courses	Credit points
1 30 credit points	1.1 Skills and Methods	6
	Skills and Methods	
	1.2 Communication Theory	6
	Communication Theory	
	1.3 Applied Communication	6
	Applied Communication	
	1.4 Media System	6
	Media System	
	1.5 Marketing and Management	6
	Marketing	3
Management	3	
2 30 credit points	2.1 Statistics	6
	Statistics and Applications	
	2.2 Specialization I (*)	6
	Specialization I	
	2.3 Specialization II (*)	6
	Specialization II	
2.4 Research or Practical Project I	12	
Research or Practical Project I		
3 30 credit points	3.1 Communicative Competence	6
	Communicative Competence	
	3.2 Specialization III (*)	6
	Specialization III	
	3.3 Specialization IV (*)	6
	Specialization IV	
3.4 Research or Practical Project II	12	
Research or Practical Project II		
4 30 credit points Mobility window	4.1 Master's Seminar	6
	Master's Seminar	
	4.2 Master's Thesis and Defense	24
	Master's Thesis	18
Defense	6	

Term	Modules and related courses	Credit points
	Total:	120

(*) Students choose one course from the following fields of specialization:

Marketing and Management
Media System
Communication Theory
Applied Communication