

Curriculum Media Communications (MK) – B.A.

Term	Modules and related courses	Credit points
1 30 credit points	M1: Methods and Skills: Teamwork and Project Management	4
	Teamwork and Project Management	4
	KMW 1: Communication Science and Academic Skills	5
	Introduction to Communication Science	2
	Introduction to Academic Skills and Methods	3
	PR 1: Introduction to Public Relations	6
	Introduction to Public Relations	3
	Strategic Communication	3
	J 1: Introduction to Journalism	7
	Introduction to Journalism	4
	Media Law	3
	J 2: Journalistic Working Methods	8
	Journalistic Forms of Presentation	3
	Methodical Research	3
Introduction to Media Production	2	
2 30 credit points	M 2: Media Production	5
	Media Production	5
	KMW 2: Media Science	5
	Media Analysis	2
	Media History	3
	PR 2: Persuasive Communication	5
	Marketing	2
	Strategic Communication Planning	3
	LA 1: Applied Corporate Communications	7
	Corporate Communications	2
	Applied Corporate and Strategic Communications	5
LR 1: Media-Specific Training I (*)	8	
One module from the catalog of media training and mandatory elective modules	8	
	KMW 3: Media and Society	6
	Media Sociology	2
	Media Effects Research and Media Psychology	2

Term	Modules and related courses	Credit points
3 30 credit points	Applied Media Research	2
	PR 3: Organizational Communication	5
	Organization Theory	3
	Operational Communication Planning	2
	J 3: Journalism from an Economic and Political Perspective	5
	Economics of Journalism	3
	Journalism in International Comparison	2
	LA 2: Applied Strategic Communication	6
	Applied Strategic Communication	6
	LR 2: Cross-Media Training	8
	Cross-Media Editorial Management	2
	Cross-Media Training (text, audio, AV)	6
4. 31 credit points	M 3: Introduction to Social Research	6
	Methods of Social Research	3
	Descriptive Statistics	3
	M 4: Intra-Faculty Mandatory Elective (**)	6
	Mandatory elective I	3
	Mandatory elective II	3
	KMW 4: Normative and Theoretical Perspectives of Media Communication	5
	Communication and Media Theories	3
	Media Ethics	2
	J 4/ PR 4: PR and Journalism Research	6
	Journalism Research	6
	LR 3: Media-Specific Training II (*)	8
One module from the catalog of media training and mandatory elective modules	8	
5 29 credit points Mobility window	M 5: General Business Administration	5
	Introduction to Business Administration	3
	Introduction to Management	2
	M 6: Statistics	6
	Introduction to SPSS	3
	Inferential Statistics	3
	KMW 5: Interdisciplinary Research Project	9
Case Studies in Applied Communication	9	

Term	Modules and related courses	Credit points
	LR 4/LA 3: Interdisciplinary Project	9
	Interdisciplinary Project	9
6 30 credit points	M 7: Supervised Internship	15
	Supervised Internship	15
	M 8: Bachelor's Thesis and Defense	15
	Bachelor's Thesis	12
	Thesis Defense	3
	Total:	180

(*) In the media-specific training modules, students can always choose from among the basic channels print and audio and web. The exact courses offered within the three areas will be determined by the examination board at the beginning of the term.

(**) The examination board determines the courses offered within the mandatory elective module at the beginning of the term.

**Catalog of Media Training and Mandatory Elective Modules
of the Degree Program Media Communications (MK)**

Modules and courses	Credit points
LR 1+3: Media-Specific Training Print	8
Editorial Management Print	2
Print Training	6
LR 1+3: Media-Specific Training Audio	8
Editorial Management Audio	2
Audio Training	6
LR 1+3: Media-Specific Training Video	8
Editorial Management TV	2
Video Training	6
M 4: Intra-Faculty Mandatory Electives (2 must be chosen)	6
Introduction to Political Science	3
Economic Development	3
City Marketing	3
Event Management	3
Management of Attractions and Cultural Institutions	3
Sports and Health Tourism	3