

| 1. Semester                                | CP       | 2. Semester                                | CP       | 3. Semester                              | CP        |
|--|----------|--|----------|--|-----------|
| <b>Kommunikation</b>                       | <b>8</b> | <b>Contentproduktion</b>                   | <b>7</b> | <b>Responsible Communication</b>         | <b>7</b>  |
| Medienökonomie                             |          | Print & Online                             |          | Journalistische Recherche                |           |
| Massenkommunikation & Journalismus         |          | Radio                                      |          | Ethik in Medien und PR                   |           |
| Public Relations                           |          | TV   |          | EU Kommunikation (Brüssel)               |           |
| <b>Business Administration Basics</b>      | <b>5</b> | <b>Lehrredaktion I</b>                     | <b>5</b> | <b>Lehrredaktion II</b>                  | <b>5</b>  |
| Historie und Trends der Betriebswirtschaft |          | Crossmediale Lehrredaktion                 |          | Crossmediale Lehrredaktion               |           |
| Marketing                                  |          |  |          |  |           |
| <b>Accounting &amp; Mathematics</b>        | <b>6</b> | <b>Corporate Accounting</b>                | <b>5</b> | <b>Controlling &amp; Steuern</b>         | <b>5</b>  |
| Accounting (+ Tutorium)                    |          | Bilanzierung                               |          | Controlling                              |           |
| Wirtschaftsmathematik (+ Tutorium)         |          | Kostenmanagement                           |          | Steuern                                  |           |
| <b>Economics: Theory</b>                   | <b>6</b> | <b>Empirische Methoden &amp; Statistik</b> | <b>5</b> | <b>Economics: Digital Transformation</b> | <b>5</b>  |
| Microeconomics                             |          | Deskriptive Statistik                      |          | Digital Transformation                   |           |
| Macroeconomics                             |          | Methodenlehre: Market Research             |          | Case Studies                             |           |
| Economics Tutorial                         |          |  |          |  |           |
|  |          | <b>Recht I</b>                             | <b>2</b> | <b>Recht II</b>                          | <b>3</b>  |
|  |          | Wirtschaftsprivatrecht: Zivilrecht         |          | Medienrecht                              |           |
| <b>Skills I</b>                            | <b>3</b> | <b>Skills II</b>                           | <b>3</b> | <b>Skills III</b>                        | <b>3</b>  |
| Business English I: Correspondence         |          | Business English II: Ethics                |          | Business English III: Case Studies       |           |
| Kommunikation und Präsentation             |          | Wissenschaftliches Arbeiten                |          | Team und Mediation                       |           |
| <b>Internship</b>                          |          |  |          |  | <b>7</b>  |
| Praktikum                                  |          |  |          |  |           |
| 4. Semester                                |          |  |          |  | CP        |
| <b>Study Abroad</b>                        |          |  |          |  | <b>30</b> |
| Auslandssemester                           |          |  |          |  |           |

|                                | CP | 5. Semester  | 6. Semester   |
|--------------------------------|----|--|---|
| Journalismus                   | 8  | Politischer und Investigativer Journalismus<br>Journalism and Social Media | International Journalism<br>Trends and Technologies |
| Public Relations               | 8  | Corporate Media<br>Unternehmenskommunikation                               | International PR<br>Reputationsmanagement           |
| Lehrredaktion                  | 8  | Crossmediale Lehrredaktion III   | Crossmediale Lehrredaktion IV                       |
| Creative Methods & Development | 10 | Creative Problem Solving and Strategy Development                          | Virtual Reality<br>Virtual Reality Project          |
| Internship                     | 6  | Praktikum  |   |

|  | 5. Semester | 6. Semester |
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**Wahlpflichtmodule (1 aus 9)**

|                                  |    |   |  |
|----------------------------------|----|---|--|
| Controlling                      | 8  | Strategisches Controlling                   | Operatives Controlling                                 |
|                                  |    | Process und Project Controlling             | Controlling auf Basis integrierter Informationssysteme |
| Customer Experience Management   | 8  | Creative Coding                             | Content Management                                     |
|                                  |    | User Experience and Usability               | Innovative Mediengeschäftsmodelle                      |
| Customer Relationship Management | 8  | Strategic CRM                               | Operational CRM  |
|                                  |    | Customer Relationship Measurement           | Case Studies CRM                                       |
| Marketing                        | 8  | Marketing Performance Measurement           | International Marketing and Sales                      |
|                                  |    | Strategic Marketing                         | Communication and Brand Management                     |
| Moderation in Radio & TV         | 8  | TV-Moderation                               | Innovative TV-Formate                                  |
|                                  |    | Radio Moderation                            | Innovative Radio-Formate                               |
| Digital Business                 | 8  | Social Media Communication and Management   | E-Commerce/ M-Commerce/ Social Commerce                |
|                                  |    | Digital Business Modelling                  | Website and Search Optimization                        |
| International Management         | 8  | International Business Manners              | Global Politics and Economics                          |
|                                  |    | Global Thinking and Mindset                 | International Business Concepts                        |
| Corporate Management             | 8  | Strategisches Management                    | Corporate Development                                  |
|                                  |    | Sector Management                           | Personalmanagement                                     |
| Automotive Management            | 8  | Automotive Quality Management & Engineering | Automotive Management & Controlling                    |
|                                  |    | Sourcing & Supply Chain Management          | Sales & Marketing in Automotive Industries             |
| Bachelor Thesis                  | 12 | Bachelor Thesis Kolloquium                  | Bachelor Thesis  |

**180 Credit Points**