

Bachelor Thesis and Colloquium (15 ECTS)

Practice Oriented Modules (40 ECTS)

Corporate
Communications
and PR

Brand Management
and Advertising

Internet
Management

TV Management
and Broadcasting

2 Media and Communication Projects (2 x 10 ECTS)

Project 1

Project 2

Generic Modules: Understanding, Designing, Managing Media & Communication (90 ECTS)

Business
Administration

40 ECTS

Media and
Communication Science

30 ECTS

Media Design and
Technologies

20 ECTS

Practice Module (20 ECTS)

Soft Skills (5 ECTS)

Application Training

Social Skills

Presentation