

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