

1. Semester		CP	2. Semester		CP	3. Semester		CP
Grundlagenmodule			Grundlagenmodule			Grundlagenmodule		
Media Management	5		Strategic Value Creation	5		Content Production	5	
Management Basics	5		Personal & Organisation	5		Recht	5	
Mathematics & Statistics	5		Quantitative & Qualitative Methoden	5		Applied Research Project	5	
Economics	5		Finanzbuchhaltung & Bilanzierung	5		Controlling & Kostenmanagement	5	
Marketing, Sales & CRM	5		Digital Media & Communication	5		Digital Transformation	5	
Employability: Business English	5		Employability: Soft Skills	5		Employability: Agile & kreative Methoden	5	

4. Semester		CP	5. Semester		CP	6. Semester		CP
Pflichtmodule			Wahlpflichtmodule (1 aus 2)			Praxiserfahrung		
Experimental Media	5		Auslandssemester	30		Praktikum	15	
Media Production Management	5		Praxissemester	30				
Reputation Management & Crisis Communication	5							
Digital Enterprise	5							
Finance	5							
Digital Work / Lab	5							

Abschlussarbeit	
Bachelor Thesis Kolloquium	3
Bachelor Thesis	12

Gesamt: 180 Credit Points