

1 st Semester	CP	2 nd Semester	CP	3 rd Semester	CP
Basic Modules		Basic Modules		Basic Modules	
Media Management	5	Strategic Value Creation	5	Content Production	5
Management Basics	5	Human Resources & Organisation	5	Law	5
Mathematics & Statistics	5	Quantitative & Qualitative Methods	5	Applied Research Project	5
Economics	5	Financial Accounting & Reporting	5	Controlling & Cost Accounting	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 th Semester	CP	5 th Semester	CP	6 th Semester	CP
Mandatory Modules		Electives (1 out of 2)		Practical Experience	
Experimental Media	5	Semester Abroad	30	Internship	15
Media Production Management	5	Internship Semester	30		
Reputation Management & Crisis Communication	5				
Digital Enterprise	5				
Finance	5				
Digital Work / Lab	5				
				Final Thesis	
				Bachelor Thesis Kolloquium	3
				Bachelor Thesis	12
Total: 180 Credit Points					