

Study plan for Full-time Studies for the Academic Year 2024/2025

N24

Programme: **New Media and Marketing Communication**

Type: **Master Study Programme**

Year: **1.**

Semester: **1.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
NA_NMA	New Media Analytics	C	0	2	c	3
NA_SMM	Social Media Marketing	C	0	2	c	3
NA_AP	Audiovisual Propaedeutics	C	1	2	c, Ex	6
NA_RDC	Research of Digital Cultures and AI	PB, C	1	2	c, Ex	6
NA_SMC	Sociology of Marketing Communication	PB, C	1	2	c, Ex	6
NA_CT	Communication Theory	BT, C	2	1	c, Ex	6
		Total:	5	11		30

Semester: **2.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
NA_VCM	Video Content Management	C	0	2	c	3
NA_DSeMC	Diploma Seminar MC	C	0	1	c	3
NA_MCCI	Marketing of Culture and Cultural institutions	C	1	2	c, Ex	6
NA_NMVC	New Media and Visual Culture	C	1	2	c, Ex	6
NA_NDA	Netnography and Digital Anthropology	BT, C	1	2	c, Ex	6
NA_PPNM	Professional Practice NM	PB, C	6 weeks of practice (240 hours)		c	6
		Total:	3	9		30

C=Compulsory Course; O=Optional Course; PB=Profile Base Course; BT=Profile Basic Theoretical Course
 c=Credit (Fullfil Requirements); Ex=Examination

Programme: **New Media and Marketing Communication**
 Type: **Master Study Programme**
 Year: **2.**

Semester: **3.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
NA_DPMC_1	Diploma Project MC 1*	C	4 consultations (8 lessons/sem.)		c	6
NA_HM	Heritage Marketing	C	1	2	c, Ex	6
NA_CMM	Corporate Marketing Management	C	2	1	c, Ex	6
NA_GM	Global Marketing	PB, C	1	2	c, Ex	6
NA_CB	Consumer Behavior	PB, C	1	2	c, Ex	6
		Total:	5	7		30

Semester: **4.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
NA_DPMC_2	Diploma Project MC 2*	C	4 consultations (8 lessons/sem.)		c	12
NA_DP	Data Protection and Digital Ethics	C	0	2	c	3
NA_CML	Copyright Law and Media Law	C	1	2	c, Ex	6
NA_DR	Digital Religion	C	1	2	c, Ex	6
	Optional Course	O	0	2	c	3
		Total:	2	8		30

*individual consultations with the master thesis supervisor

C=Compulsory Course; O=Optional Course; PB=Profile Base Course; BT=Profile Basic Theoretical Course

c=Credit (Fullfil Requirements); Ex=Examination

State Final Examination:

1. *New Media and Digital Antropology (Communication Theory, Netnography and Digital Antropology, Research of New Media and Digital Cultures)*
2. *Marketing and Sociology of Consumption (Global Marketing, Sociology of Marketing Communication, Consumer Behavior)*
3. *Master Thesis Defence*