

Programme: **Marketing Communication**
 Type: **Bachelor Study Programme**
 Year **1.**

Semester: **1.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
BA_XL_1	German/Spanish Language 1	C	0	2	c	3
BA_AAI	Applied Artificial Intelligence	C	2	0	c	3
BA_PLw_1	Private Law 1	C	2	1	c, Ex	6
BA_Soc_1	Sociology 1	BT, C	2	1	c, Ex	6
BA_Mar	Marketing	BT, C	2	1	c, Ex	6
BA_EC_1	Economics 1	BT, C	2	1	c, Ex	6
Total:			10	6		30

Semester: **2.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
BA_XL_2	German/Spanish Language 2	C	0	2	c	3
BA_MD	Media Development	C	2	0	c	3
BA_MMi	Managerial Minimum	C	2	1	c, Ex	6
BA_MaCS	Marketing Communications Structure	BT, C	2	1	c, Ex	6
BA_Soc_2	Sociology 2	PB, C	2	1	c, Ex	6
BA_EC_2	Economics 2	BT, C	2	1	c, Ex	6
Total:			10	6		30

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

Programme: **Marketing Communication**
 Type: **Bachelor Study Programme**
 Year **2.**

Semester: **3.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
BA_XL_3	German/Spanish Language 3	C	0	2	c	3
BA_ASt	Applied Statistics	C	2	1	c, Ex	6
BA_SP	Sales Promotion	C	2	1	c, Ex	6
BA_Adv	Advertising	C	1	2	c, Ex	6
BA_PR	Public Relations	PB, C	2	1	c, Ex	6
	Optional Course	O	2	0	z	3
		Total:	9	7		30

Semester: **4.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
BA_XL_4	German/Spanish Language 4	C	0	2	c	3
BA_BSe	Bachelor Seminar	C	0	1	c	3
BA_PEUM	Professional English in Use-Marketing	C	0	2	c	3
BA_CC	Consumer Culture	C	2	1	c, Ex	6
BA_CRM	Customer Relationship Management	C	2	1	c, Ex	6
BA_BrM	Brand Management	C	2	1	c, Ex	6
	Optional Course	O	2	0	c	3
		Total:	8	8		30

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

Programme: **Marketing Communication**
 Type: **Bachelor Study Programme**
 Year **3.**

Semester: **5.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
BA_XL_5	German/Spanish Language 5	C	0	2	c	3
BA_BPMC_1	Bachelor Project MC 1*	C	consultations (8 lessons)		c	6
BA_MuM	Multimedia in Marketing	C	0	2	c	3
BA_DgM	Digital Marketing	C	2	1	c, Ex	6
BA_IM	Influencer Marketing	C	1	2	c, Ex	6
BA_PsyMC	Psychology in Marketing Communication	PB, C	2	1	c, Ex	6
Total:			5	8	0	30

Semester: **6.**

Code	Course	Type	Full-time studies		Type of completion	ECTS Credits
			Lectures per week	Exercises per week		
BA_XL_6	German/Spanish Language 6	C	0	2	c, CoEx	6
BA_BPMC_2	Bachelor Project MC 2*	C	consultations (8 lessons)		c	9
BA_PrSk	Presentation Skills	C	0	2	c	3
BA_Psec	Press Secretary	C	2	1	c, Ex	6
BA_AML	Advertising Law and Marketing Law	C	2	0	Ex	6
Total:			4	5	0	30

**individual consultations with the bachelor thesis supervisor*

C=Compulsory Course; PB=Profile Base Course

c=Credit (Fullfil Requirements); Ex=Examination; CoEx=Comprehensive Examination

State Final Examination:

1. Economics (Economics 1, Economics 2)
2. Marketing and Public Relations (Marketing, Marketing Communications Structure, Public Relations)
3. Sociology and Psychology in Marketing Communication (Sociology 1, Sociology 2, Psychology in Marketing Communication)
4. Bachelor Thesis Defence