

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

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
BA_XL_1	German/Spanish Language 1	C	0	2	12	c	3
BA_MD	Media Development	C	2	0	12	c	3
BA_PLw_1	Private Law 1	C	2	1	12	c, Ex	5
BA_Soc_1	Sociology 1	PB, C	2	1	12	c, Ex	6
BA_Mar	Marketing	BT, C	2	1	16	c, Ex	6
BA_MiE	Microeconomics	BT, C	2	2	16	c, Ex	7
Total:			10	7	80		30

Semester: **2.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
BA_XL_2	German/Spanish Language 2	C	0	2	12	c	3
BA_AS	Application Software	C	0	2	12	c	3
BA_MMi	Managerial Minimum	C	2	1	12	c, Ex	5
BA_MaCS_A	Marketing Communications Structure A	C	2	1	16	c, Ex	6
BA_Soc_2	Sociology 2	PB, C	2	1	12	c, Ex	6
BA_MaE	Macroeconomics	BT, C	2	2	16	c, Ex	7
Total:			8	9	80		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		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
BA_XL_3	German/Spanish Language 3	C	0	2	12	c	3
BA_PrSt	Probability and Statistics	C	2	1	12	c, Ex	6
BA_SP	Sales Promotion	C	2	1	12	c, Ex	5
BA_Adv	Advertising	C	2	1	16	c, Ex	6
BA_PR_1	Public Relations 1	PB, C	2	1	16	c, Ex	7
	Optional Course	O	2	0	12	z	3
		Total:	10	6	80		30

Semester: **4.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
BA_XL_4	German/Spanish Language 4	C	0	2	12	c	3
BA_BSeMC	Bachelor Seminar MC	C	0	1	8	c	3
BA_PEUM	Professional English in Use-Marketing	C	0	2	12	c	3
BA_DM	Direct Marketing	C	2	1	12	c, Ex	5
BA_CRM	Customer Relationship Management	C	2	1	12	c, Ex	6
BA_PR_2	Public Relations 2	PB, C	2	1	12	c, Ex	7
	Optional Course	O	2	0	12	c	3
		Total:	8	8	80		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		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
BA_XL_5	German/Spanish Language 5	C	0	2	12	c	3
BA_BPMC_1	Bachelor Project MC 1*	C	0	0	0	c	6
BA_PrSk	Presentation Skills	C	0	2	12	c	3
BA_DgM	Digital Marketing	C	2	1	16	c, Ex	5
BA_CC	Consumer Culture	C	2	1	16	c, Ex	6
BA_PsyMC	Psychology in Marketing Communication	PB, C	2	1	16	c, Ex	7
Total:			6	7	72	0	30

Semester: **6.**

Code	Course	Type	Full-time studies		Part-time studies Tutorials per semester	Type of completion	ECTS Credits
			Lectures per week	Exercises per week			
BA_XL_6	German/Spanish Language 6	C	0	2	12	c, CoEx	6
BA_BPMC_2	Bachelor Project MC 2*	C	0	0	0	c	9
BA_RoCC	Role of Conflicts in Communication	C	1	1	12	c	3
BA_NDA	Netnography and Digital Anthropology	C	2	0	12	Ex	6
BA_CML	Copyright Law and Media Law	C	2	0	12	Ex	6
Total:			5	3	48	0	30

*\*individual consultations with the bachelor thesis supervisor in a minimum of 4 full-time tutorials per semester*

*C=Compulsory Course; PB=Profile Base Course*

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

State Final Examination:

- 1. Economics (Microeconomics, Macroeconomics)*
- 2. Marketing and Public Relations (Marketing, Public Relations 1, Public Relations 2)*
- 3. Sociology and Psychology in Marketing Communication (Sociology 1, Sociology 2, Psychology in Marketing Communication)*
- 4. Bachelor Thesis Defence*