

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

Semester: **1.**

| Code     | Course                    | Type  | Full-time studies |                    | Part-time studies<br>Tutorials<br>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              | 6            |
| 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_EC_1  | Economics 1               | BT, C | 2                 | 2                  | 16   | c, Ex              | 6            |
| Total:   |                           |       | 10                | 7                  | 80   |                    | 30           |

Semester: **2.**

| Code     | Course                             | Type  | Full-time studies |                    | Part-time studies<br>Tutorials<br>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              | 6            |
| BA_MaCS  | Marketing Communications Structure | C     | 2                 | 1                  | 16   | c, Ex              | 6            |
| BA_Soc_2 | Sociology 2                        | PB, C | 2                 | 1                  | 12   | c, Ex              | 6            |
| BA_EC_2  | Economics 2                        | BT, C | 2                 | 2                  | 16   | c, Ex              | 6            |
| 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<br>Tutorials<br>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_ASt  | Applied Statistics        | C     | 2                 | 1                  | 12   | c, Ex              | 6            |
| BA_SP   | Sales Promotion           | C     | 2                 | 1                  | 12   | c, Ex              | 6            |
| BA_Adv  | Advertising               | C     | 2                 | 1                  | 16   | c, Ex              | 6            |
| BA_PR   | Public Relations          | PB, C | 2                 | 1                  | 16   | c, Ex              | 6            |
|         | Optional Course           | O     | 2                 | 0                  | 12   | z                  | 3            |
| Total:  |                           |       | 10                | 6                  | 80   |                    | 30           |

Semester: **4.**

| Code     | Course                                | Type | Full-time studies |                    | Part-time studies<br>Tutorials<br>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_CC    | Consumer Culture                      | C    | 2                 | 1                  | 12   | c, Ex              | 6            |
| BA_CRM   | Customer Relationship Management      | C    | 2                 | 1                  | 12   | c, Ex              | 6            |
| BA_BrM   | Brand Management                      | C    | 2                 | 1                  | 12   | c, Ex              | 6            |
|          | 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<br>Tutorials<br>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_BP_MC_1 | Bachelor Project MC 1*                | C     | min. 4 consultations (8 lessons/sem.) |                    |  | c                  | 6            |
| BA_MuM     | Multimedia in Marketing               | C     | 0                                     | 2                  | 12   | c                  | 3            |
| BA_DgM     | Digital Marketing                     | PB, C | 2                                     | 1                  | 16   | c, Ex              | 6            |
| BA_IM      | Influencer Marketing                  | C     | 2                                     | 1                  | 16   | c, Ex              | 6            |
| BA_PsyMC   | Psychology in Marketing Communication | PB, C | 2                                     | 1                  | 16   | c, Ex              | 6            |
| Total:     |                                       |       | 6                                     | 7                  | 80   | 0                  | 30           |

**Semester:** 6.

| Code       | Course                            | Type | Full-time studies                     |                    | Part-time studies<br>Tutorials<br>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_BP_MC_2 | Bachelor Project MC 2*            | C    | min. 4 consultations (8 lessons/sem.) |                    |  | c                  | 9            |
| BA_PrSk    | Presentation Skills               | C    | 0                                     | 2                  | 12   | c                  | 3            |
| BA_Psec    | Press Secretary                   | C    | 2                                     | 0                  | 12   | Ex                 | 6            |
| BA_AML     | Advertising Law and Marketing Law | C    | 2                                     | 0                  | 12   | Ex                 | 6            |
| Total:     |                                   |      | 4                                     | 4                  | 56   | 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, Public Relations, Digital Marketing)
3. Sociology and Psychology in Marketing Communication (Sociology 1, Sociology 2, Psychology in Marketing Communication)
4. Bachelor Thesis Defence