

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_PL_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	Direkt 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_PM	Publishing Management	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