



Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject Media Communication as a Bachelor's with 1 major with the degree "Bachelor of Arts" (180 ECTS credits)

Responsible: Faculty of Human Sciences Examination regulations version: 2010 Responsible: Institute of Human Computer Media Examination regulations version: 2010 Abbreviations used: Course types: $\mathbf{E} = \text{field trip}$, $\mathbf{K} = \text{colloquium}$, $\mathbf{O} = \text{conversatorium}$, $\mathbf{P} = \text{placement/lab course}$, $\mathbf{R} = \text{project}$, $\mathbf{S} = \text{seminar}$, $\mathbf{T} = \text{tutorial}$, $\mathbf{U} = \text{exercise}$, \mathbf{V} = lecture Term: **SS** = summer semester. **WS** = winter semester Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed Regulations: (L)ASPO = general academic and examination regulations (for teaching-degree programmes), FSB = subject-specific provisions, SFB = list of modules Other: A = thesis, LV = course(s), PL = assessment(s), TN = participants, VL = prerequisite(s) Conventions for the Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not cremodules in this SFB: ditable for bonus. Information on Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the meassessment procedures: thod of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner. Should a module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below. Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with the general regulations governing the degree subject described in this module catalogue:

ASP02009

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

25-Oct-2012 (2012-175)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

Every module will be described using the following form:

Abbreviation	Module title										
	ECTS		Duration	(in semesters)	Method of grading		Module level				
	Courses		To be spe	be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y							
	Method of as	ssessme	ent								
	Only after su completion of		Il if applica	ble							
	Other prereq	uisites	if applica	if applicable							
	Participants and allocati- on of places		ocati- if applica	ble							
	Additional information		on if applica	if applicable							
	Referred to in	n LPO I	if applica	ble (examination re	gulations for teaching	g-degree programmes)					

06-MK-	Compu	ter Scie	nce in Me	edia 1							
MedInf1-102-mo1		6	Duratio		1 semester	Method of grading numerical grad	le	Modul level	undergraduate		
	Courses			V + T	(no information	on SWS (weekly contact hours) and cours	se language ava	ilable)			
	Method of assessment			ted 5 elabo	a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weigh- ted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) Language of assessment: German, English						
		oants ar of place				aster's (120 ECTS): maximum 10 places. F licants with the same number of subject s					
06-MK-	Compu	ter Scie	nce in Me	dia 2							
MedInf2-102-m01	ECTS	6	Duratio	า	1 semester	Method of grading numerical grad	le	Modul level	undergraduate		
	Course	s		V + Ü	(no information	on SWS (weekly contact hours) and cour	rse language ava	ailable)	•		
	Method of assessment Participants and allo-		ted 5 elabo Lang	a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weigh ted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) Language of assessment: German, English Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject se-							
	cation of places				mesters. Among applicants with the same number of subject semesters, places will be allocated by lot.						
06-MK-IPSY1-102-	Instructional Psychology 1										
m01	ECTS	10	Duratio	1	1 semester	Method of grading numerical grad	le	Modul level	undergraduate		
	Course	s		V + V	V + V + S (no information on SWS (weekly contact hours) and course language available)						
	Methoo	d of ass	essment		written examination (approx. 100 minutes) Language of assessment: German, English						
	other prerequisites			Admi	Admission prerequisite to assessment: 75% of exercises (approx. 30 hours) to be successfully completed in the seminar.						
06-MK-IPSY2-102-	Instruc	tional F	sycholog	y 2							
m01	ECTS	10	Duratio	า	1 semester	Method of grading numerical grad	le	Modul level	undergraduate		
	Course	s		V + S	V + S + S (no information on SWS (weekly contact hours) and course language available)						
	Methoo	d of ass	essment		written examination (approx. 100 minutes)						
	Method of assessment other prerequisites				Language of assessment: German, English Admission prerequisite to assessment: one presentation (60 minutes) per seminar and one written elaboration (6 to 10 pa- ges) in one seminar.						

06-MK-MKW1-102-											
m01	ECTS	8	Duration	ו ו	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	25		٠	 This module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available) o6-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available) 						
	Metho	d of ass		Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.							
				 Assessment in module component o6-MK-MKW1-1-102: Media Systems Press and Broadcast 6 ECTS, Method of grading: numerical grade written examination (approx. 80 minutes) Language of assessment: German, English Assessment in module component o6-MK-MKW1-2-102: Introduction to Conception and Marketing of Media 2 ECTS, Method of grading: (not) successfully completed a) presentation (approx. 60 minutes) and written elaboration/position paper (2 pages) or b) term paper (approx. 20 pages) Language of assessment: German, English 							
06-MK-MKW2-102-	Media and Communication Science 2										
m01	ECTS	6	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Courses			 This module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-MKW2-1-102: V (no information on SWS (weekly contact hours) and course language available) o6-MK-MKW2-2-102: S (no information on SWS (weekly contact hours) and course language available) 							
	S A						essments in the individual mo e module will require successf				
				Asses	4 ECTS, Method of written examinatio Language of asses sment in module co 2 ECTS, Method of a) presentation (ap each) or c) term pa	grading: numerical g n (approx. 60 minute sment: German, Engl omponent o6-MK-MK grading: (not) succes	es) lish S SFULY COMPLEED SSFULLY COMPLETED r b) written elaborations of ase SS)	on Media Process			

o6-MK-Med-	Media Production / Media Analysis 1										
Prod1-102-m01	ECTS	6	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate			
	Course	S		•	 This module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-MedProd1-1-102: S (no information on SWS (weekly contact hours) and course language available) o6-MK-MedProd1-2-102: V (no information on SWS (weekly contact hours) and course language available) 						
	Metho	d of ass	sessment			odule comprises the assessments in the individ cessful completion of the module will require su					
				 Assessment in module component o6-MK-MedProd1-1-102: Media Production 1 2 ECTS, Method of grading: (not) successfully completed a) term paper (approx. 5 pages) or b) portfolio (approx. 20 pages) or c) regular completion of exercises (75%, 30 hours) Language of assessment: German, English Assessment in module component o6-MK-MedProd1-2-102: Media Analysis 1 4 ECTS, Method of grading: numerical grade a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) with exercises (40 hours), weighted 5:1 or c) oral examination of one candidate each (approx. 30 minutes) or d) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or e) term paper (15 to 20 pages) or f) portfolio (maximum 20 pages) or g) regular completion of exercises (75%, 60 hours) Language of assessment: German, English 							
o6-MK-Med-	Media Production / Media Analysis 2										
Prod2-102-m01	ECTS 6 Duratio			1 I	1 semester	Method of grading numerical grade	Modul level	undergraduate			
	Course	S		 This module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-MedProd2-1-102: S (no information on SWS (weekly contact hours) and course language available) o6-MK-MedProd2-2-102: V (no information on SWS (weekly contact hours) and course language available) 							
	Method of assessment			Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.							
				• Asses: •	2 ECTS, Method a) term paper (a Language of as sment in module 4 ECTS, Method a) written exam weighted 5:1 or with written ela regular complet	le component o6-MK-MedProd2-1-102: Media P d of grading: (not) successfully completed approx. 5 pages) or b) portfolio (approx. 20 page ssessment: German, English le component o6-MK-MedProd2-2-102: Media A d of grading: numerical grade nination (approx. 60 minutes) or b) written exami r c) oral examination of one candidate each (app aboration (10 to 15 pages) or e) term paper (15 etion of exercises (75%, 60 hours) ssessment: German, English	es) or c) regular completio Analysis 2 ination (approx. 40 minu prox. 30 minutes) or d) p	utes) with exercises (40 hours), presentation (15 to 30 minutes)			

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o6-MK-Med-	Media Psychology 1										
Psy1-102-m01	ECTS	12	Duratior	n 1 semeste	er Method of grading numerical grade	Modul level	undergraduate				
	Course	25		 This module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-MedPsy1-1-102: V + V (no information on SWS (weekly contact hours) and course language available) o6-MK-MedPsy1-2-102: S (no information on SWS (weekly contact hours) and course language available) 							
	Metho	d of ass	sessment	Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.							
				 8 ECTS, M a) written Language Assessment in m 4 ECTS, M a) present 	module component o6-MK-MedPsy1-1-102: Media P Method of grading: numerical grade n examination (approx. 120 minutes) or b) oral exam e of assessment: German, English module component o6-MK-MedPsy1-2-102: Basic co Method of grading: (not) successfully completed ntation (45 to 90 minutes) with written elaboration (1 e of assessment: German, English	nination of one candidate	each (approx. 30 minutes)				
o6-MK-Med-	Media Psychology 2										
Psy2-102-m01	ECTS 10 Duratio			n 1 semeste	er Method of grading numerical grade	Modul level	undergraduate				
	Course	es		 This module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-MedPsy2-1-102: V (no information on SWS (weekly contact hours) and course language available) o6-MK-MedPsy2-2-102: S (no information on SWS (weekly contact hours) and course language available) 							
	Metho	d of ass	sessment		his module comprises the assessments in the indiv e, successful completion of the module will require						
				 8 ECTS, M a) written Language Assessment in m 2 ECTS, M a) present 	module component o6-MK-MedPsy2-1-102: Media F Method of grading: numerical grade n examination (approx. 100 minutes) or b) oral exam e of assessment: German, English module component o6-MK-MedPsy2-2-102: Theoret Method of grading: (not) successfully completed ntation (45 to 90 minutes) with written elaboration (1 e of assessment: German, English	nination of one candidate	aches				

Methods 1										
ECTS	10	Duratio	n	1 semester	Method of gradi	ng numerical grade	Modul level	undergraduate		
Course	S			 This module comprises 3 module components. Information on courses will be listed separately for each module component. o6-MK-Meth1-1-102: S (no information on SWS (weekly contact hours) and course language available) o6-MK-Meth1-2-102: P (no information on SWS (weekly contact hours) and course language available) o6-MK-Meth1-3-102: S + T (no information on SWS (weekly contact hours) and course language available) 						
Method of assessment			Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.							
Methor	46.2		 Assessment in module component o6-MK-Meth1-1-102: Observation 3 ECTS, Method of grading: (not) successfully completed a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term paper (approx. 20 pages) Language of assessment: German, English Assessment in module component o6-MK-Meth1-2-102: Participating in empirical studies 1 ECTS, Method of grading: (not) successfully completed proof of having spent 25 hours acting as a participant in experiments Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QM A 6 ECTS, Method of grading: numerical grade a) written examination (approx. 120 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German, English 							
		Duratio	า	1 semester	Method of gradi	ng numerical grade	Modul level	undergraduate		
Courses			 This module comprises 3 module components. Information on courses will be listed separately for each module component. o6-MK-Meth2-1-102: S (no information on SWS (weekly contact hours) and course language available) o6-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course language available) o6-MK-Meth2-3-102: S + T (no information on SWS (weekly contact hours) and course language available) 							
Method of assessment			stated Asses Asses	d otherwise, succe sment in module 2 ECTS, Method a) written examin Language of assissment in module 2 ECTS, Method regular completi Language of assissment in module 6 ECTS, Method	component of-MK- of grading: (not) suc nation (approx. 6o r essment: German, E component of-MK- of grading: (not) suc on of exercises (75% essment: German, E component of-MK- of grading: numeric	The module will require Meth2-1-102: Survey & ccessfully completed ninutes) or b) presentat inglish Meth2-2-102: SPSS ccessfully completed 6, 30 hours) inglish Meth2-3-102: QM B QM al grade	e successful completion o Experiment tion (45 to 60 minutes) 1 B	of all individual assessments.		
	ECTS Course Method ECTS Course	ECTS 10 Courses Method of ass Methods 2 ECTS 10 Courses	ECTS 10 Duration Courses Method of assessment Methods 2 ECTS 10 ECTS 10 Duration Courses Courses Courses	ECTS 10 Duration Courses This n Method of assessment Assessitated Methods Assessitated Assessitated Assessitated Assessitated Assessitated Methods Assessitated Methods Assessitated Assessitated Assessitated Methods Assessitated Methods Assessitated Methods Assessitated Method of assessment Assessitated Method of assessment Assessitated Assessitated Assessitated </td <td>ECTS 10 Duration 1 semester Courses This module comprises o6-MK-Meth1-1-1 o6-MK-Meth1-2</td> <td>ECTS 10 Duration 1 semester Method of gradi Courses This module comprises 3 module componet o6-MK-Meth1-1:02: S (no informatio o6-MK-Meth1-2:102: P (no informatio o6-MK-Meth1-3:102: S + T (no informatio of assessment in module component o6-MK- 3 ECTS, Method of grading: (not) suc a) presentation (45 to 90 minutes) w basessment in module component o6-MK- 1 ECTS, Method of grading: (not) suc proof of having spent 25 hours actin Language of assessment: German, E Assessment in module component o6-MK- 6 ECTS, Method of grading: numeric a) written examination (approx. 120 Language of assessment: German, E Assessment in module component o6-MK- 06-MK-Meth2:1:102: S (no informatio 06-MK-Meth2:2:102: S (no informatio 06-MK-Meth2:3:102: S + T (no informatio 06-MC-METH2:3:102: S + T (no informatio 05:102:102:102:102:102:102:10</td> <td>ECTS 10 Duration 1 semester Method of grading numerical grade Courses This module comprises 3 module components. Information on cou- oc6-MK-Meth1-1-102: S (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con stated otherwise, successful completion of the module will require Assessment in module component o6-MK-Meth1-1-102: Observat of 2 ECTS, Method of grading: (not) successfully completed a) presentation (4s to 90 minutes) with written elaboration Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QW of 6 ECTS, Method of grading: numerical grade a) written examination (approx. 120 minutes) or b) oral exar Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QW of 6 ECTS, Method of grading: numerical grade courses Methods 2 ECTS 10 1 semester Method of grading numerical grade of assessment is module components. Information on cour o 6-MK-Meth2-1-102: S (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly com o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly com o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly com o 6-MK-Meth2-3-102: S +</td> <td>ECTS 10 Duration 1 semester Method of grading numerical grade Modul level Courses This module comprises 3 module components. Information on courses will be listed separation on 6-MK-Meth11-1021: P (no information on SWS (weekly contact hours) and course late o6-MK-Meth11-3-021: P (+ no information on SWS (weekly contact hours) and course late o6-MK-Meth11-3-1021: P (+ no information on SWS (weekly contact hours) and course stated otherwise, successful completion of the module will require successful completion of Assessment in this module component o6-MK-Meth11-1-102: Observation Method of assessment in module component o6-MK-Meth11-1-102: Diservation 3 ECTS, Method of grading: (not) successfully completed a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term (+ Language of assessment: German, English Assessment in module component o6-MK-Meth1-2-102: Participating in empirical studies 1 ECTS, Method of grading: (not) successfully completed a) written examination (approx. 120 minutes) or b) oral examination of one candidat Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QM A 6 ECTS, Method of grading: numerical grade a) written examination (approx. 120 minutes) or b) oral examination of one candidat Language of assessment: German, English Assessment in this module components. Information on SWS (weekly contact hours) and course a o6-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course a o6-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course a<</td>	ECTS 10 Duration 1 semester Courses This module comprises o6-MK-Meth1-1-1 o6-MK-Meth1-2	ECTS 10 Duration 1 semester Method of gradi Courses This module comprises 3 module componet o6-MK-Meth1-1:02: S (no informatio o6-MK-Meth1-2:102: P (no informatio o6-MK-Meth1-3:102: S + T (no informatio of assessment in module component o6-MK- 3 ECTS, Method of grading: (not) suc a) presentation (45 to 90 minutes) w basessment in module component o6-MK- 1 ECTS, Method of grading: (not) suc proof of having spent 25 hours actin Language of assessment: German, E Assessment in module component o6-MK- 6 ECTS, Method of grading: numeric a) written examination (approx. 120 Language of assessment: German, E Assessment in module component o6-MK- 06-MK-Meth2:1:102: S (no informatio 06-MK-Meth2:2:102: S (no informatio 06-MK-Meth2:3:102: S + T (no informatio 06-MC-METH2:3:102: S + T (no informatio 05:102:102:102:102:102:102:10	ECTS 10 Duration 1 semester Method of grading numerical grade Courses This module comprises 3 module components. Information on cou- oc6-MK-Meth1-1-102: S (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con oc-MK-Meth1-3-102: S + T (no information on SWS (weekly con stated otherwise, successful completion of the module will require Assessment in module component o6-MK-Meth1-1-102: Observat of 2 ECTS, Method of grading: (not) successfully completed a) presentation (4s to 90 minutes) with written elaboration Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QW of 6 ECTS, Method of grading: numerical grade a) written examination (approx. 120 minutes) or b) oral exar Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QW of 6 ECTS, Method of grading: numerical grade courses Methods 2 ECTS 10 1 semester Method of grading numerical grade of assessment is module components. Information on cour o 6-MK-Meth2-1-102: S (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly con o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly com o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly com o 6-MK-Meth2-3-102: S + T (no information on SWS (weekly com o 6-MK-Meth2-3-102: S +	ECTS 10 Duration 1 semester Method of grading numerical grade Modul level Courses This module comprises 3 module components. Information on courses will be listed separation on 6-MK-Meth11-1021: P (no information on SWS (weekly contact hours) and course late o6-MK-Meth11-3-021: P (+ no information on SWS (weekly contact hours) and course late o6-MK-Meth11-3-1021: P (+ no information on SWS (weekly contact hours) and course stated otherwise, successful completion of the module will require successful completion of Assessment in this module component o6-MK-Meth11-1-102: Observation Method of assessment in module component o6-MK-Meth11-1-102: Diservation 3 ECTS, Method of grading: (not) successfully completed a) presentation (45 to 90 minutes) with written elaboration (1 to 2 pages) or b) term (+ Language of assessment: German, English Assessment in module component o6-MK-Meth1-2-102: Participating in empirical studies 1 ECTS, Method of grading: (not) successfully completed a) written examination (approx. 120 minutes) or b) oral examination of one candidat Language of assessment: German, English Assessment in module component o6-MK-Meth1-3-102: QM A QM A 6 ECTS, Method of grading: numerical grade a) written examination (approx. 120 minutes) or b) oral examination of one candidat Language of assessment: German, English Assessment in this module components. Information on SWS (weekly contact hours) and course a o6-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course a o6-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course a<		

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06-MK-WMM1-102-	Busine	ss, Mar	ket and N	Nedia 1							
m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S			 his module comprises 2 module components. Information on courses will be listed separately for each module component. o6-MK-WMM1-1-102: V (no information on SWS (weekly contact hours) and course language available) o6-MK-WMM1-2-102: V (no information on SWS (weekly contact hours) and course language available) 						
	Methoo	d of asso	essment	Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.							
	Assessment in module component o6-MK-WMM1-1-102: Business, Market and Media • 5 ECTS, Method of grading: numerical grade • written examination (approx. 50 minutes) • Language of assessment: German, English Assessment in module component o6-MK-WMM1-2-102: Industrial and Organizational Psychology • 5 ECTS, Method of grading: numerical grade • written examination (approx. 50 minutes) • Language of assessment: German, English Language of assessment: German, English										
06-MK- WMM2-102-m01		_	ket and N	ledia 2	2						
	ECTS 8 Duratio			n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	s		S + T	(no information on	SWS (weekly contact	hours) and course langu	uage available)			
	Method	d of asso	essment	a) oral examination of one candidate each (approx. 30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) term paper (approx. 20 pages) or d) portfolio (maximum 20 pages) Language of assessment: German, English							
06-MK-PRAX-102-	Practic	e									
m01	ECTS 10 Duratio		n	1 semester	Method of grading	(not) successfully com	pleted Modul level	undergraduate			
	Course	S		S (no	S (no information on SWS (weekly contact hours) and course language available)						
	Methoo	d of ass	essment	project report (5 to 8 pages) including media product created (200 hours) Language of assessment: German, English							
Compulsory Electiv	/es (20 E	CTS cre	dits)								
о6-МК-	Advanc	ed stud	lies Medi	a Psyc	hology 1						
VertMP1-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S		S (no	information on SW	S (weekly contact ho	urs) and course language	e available)			
	Methoo	d of ass	essment		a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-	Advanc	ed stud	lies Comr	nunica	tion Science 1						
VertKW1-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S		S (no	information on SW		urs) and course language	e available)	*		
	Method	d of ass	essment		tten examination (a lage of assessment		or b) oral examination (a	approx. 30 minutes) or (c) report (approx. 15 pages)		

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o6-MK-Vert-	Advanc	ed stud	lies Comp	omputer Science in Media 1							
Ml1-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S		S (no	S (no information on SWS (weekly contact hours) and course language available)						
	Methoo	Method of assessment			a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-Ver-	Advanc	ed stud	lies Instru	uctiona	tional Psychology 1						
tlP1-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	-					rs) and course language availa	-			
	Method of assessment				tten examination (a lage of assessment:		or b) oral examination (approx.	30 minutes) or	c) report (approx. 15 pages)		
06-MK-	Advanc	ed stud	lies Medi	a Psyc	ology 2						
VertMP2-102-m01	ECTS 10 Duratio			n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	-					rs) and course language availa	-			
	Method of assessment) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) anguage of assessment: German, English						
06-MK-	Advanc	ed stud	lies Comr	nunica	cation Science 2						
VertKW2-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	-					rs) and course language availa	-			
	Method of assessment				a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
o6-MK-Vert-	Advanc	ed stud	lies Comp	uter Science in Media 2							
Ml2-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course			S (no information on SWS (weekly contact hours) and course language available)							
	Methoo	d of asse	essment	a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English							
o6-MK-Ver-		ed stud	lies Instru	uctiona	ctional Psychology 2						
tlP2-102-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S					rs) and course language availa	-			
	Methoo	d of asse	essment		a) written examination (approx. 100 minutes) or b) oral examination (approx. 30 minutes) or c) report (approx. 15 pages) Language of assessment: German, English						
06-MK-Fe-102-m01	Resear	ch in Mo	edia Kom	munik	ation						
	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S					rs) and course language availa	-			
	Method of assessment				tten examination (a lage of assessment:		or b) oral examination (approx.	30 minutes) or	c) report (approx. 15 pages)		

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Thesis (12 ECTS credits)								
06-MK-BT-092- m01	Bachelor Thesis Media Communication							
	ECTS	12 Duratio		n	1 semester	Method of grading numerical grade	Modul level	undergraduate
	Courses			C (no information on SWS (weekly contact hours) and course language available)				
	Method of assessment			Bachelor's thesis (approx. 30 pages) Language of assessment: German, English				
Subject-specific Key Skills (15 ECTS credits) Module 41-IK-SW1 will no longer be available after the summer semester 2012. It will then be replaced by 41-IK-BM.								
41-IK-BM-122-m01	Information Literacy (Basic Level)							
	ECTS	2	Duratio	1	1 semester	Method of grading (not) successfully completed	Modul level	undergraduate
	Courses			Ü (no information on SWS (weekly contact hours) and course language available)				
				a) written examination (approx. 60 minutes) or b) preparing and delivering a presentation with slides (approx. 10 minutes or approx. 5 minutes and 1 page) or c) completing exercises (approx. 10 exercises) or d) presentation without slides (approx. 30 minutes) or e) preparing and delivering a presentation with slides (approx. 5 minutes) and completing exercises (approx. 5 exercises) or f) presentation without slides (approx. 15 minutes) and completing exercises (approx. 5 exercises)				
	Referred to in LPO I			§ 99 (1) 1. Sprachheilpäd. Sonderpädagogik und Bezugswissenschaften der Sprachheilpädagogik SO				
o6-MK-Prakt-112- mo1	Internship							
	ECTS	10	Duratio	n	1 semester	Method of grading (not) successfully completed	Modul level	undergraduate
	Course	es		P (no information on SWS (weekly contact hours) and course language available)				
	Method of assessment			placement report / fieldwork report / report on practical training / report on practical course / project report / report on techni- cal course (approx. 8 pages)				
	Additio	onal Info	ormation	Additional information on module duration: 8 weeks.				
o6-MK-Einf- WA-102-m01	Academic techniques for scientific writing and presentation							
	ECTS 3 Duration			n	1 semester	Method of grading (not) successfully completed	Modul level	undergraduate
	Courses			S (no information on SWS (weekly contact hours) and course language available)				
	Method of assessment			a) written examination (approx. 30 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presen- tation (15 to 30 minutes) with written elaboration (approx. 10 pages) or d) term paper (approx. 15 pages) or e) portfolio (maxi- mum 20 pages)				