

Annex SFB

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

Responsible: Faculty of Human Sciences
Responsible: Institute of Human Computer Media

Examination regulations version: 2012
Examination regulations version: 2012

Abbreviations used: Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **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 modules in this SFB: Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Information on assessment procedures: Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method 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:

ASPO2009

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

16-Jan-2013 (2013-9)

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 specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y				
	Method of assessment						
	Only after successful completion of		if applicable				
	Other prerequisites		if applicable				
	Participants and allocation of places		if applicable				
	Additional information		if applicable				
	Referred to in LPO I		if applicable (examination regulations for teaching-degree programmes)				

Compulsory Courses (128 ECTS credits)							
o6-MK-IPSY1-102-m01	Instructional Psychology 1						
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level undergraduate
	Courses	V + V + S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	written examination (approx. 100 minutes) Language of assessment: German, English					
	other prerequisites	Admission prerequisite to assessment: 75% of exercises (approx. 30 hours) to be successfully completed in the seminar.					
o6-MK-IPSY2-102-m01	Instructional Psychology 2						
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level undergraduate
	Courses	V + S + S (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	written examination (approx. 100 minutes) Language of assessment: German, English					
	other prerequisites	Admission prerequisite to assessment: one presentation (60 minutes) per seminar and one written elaboration (6 to 10 pages) in one seminar.					
o6-MK-MKW1-102-m01	Media and Communication Science 1						
	ECTS	8	Duration	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. <ul style="list-style-type: none"> 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) 					
	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. <p>Assessment in module component o6-MK-MKW1-1-102: Media Systems Press and Broadcast</p> <ul style="list-style-type: none"> 6 ECTS, Method of grading: numerical grade written examination (approx. 80 minutes) Language of assessment: German, English <p>Assessment in module component o6-MK-MKW1-2-102: Introduction to Conception and Marketing of Media</p> <ul style="list-style-type: none"> 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 					

o6-MK-MKW2-102-mo1	Media and Communication Science 2							
	ECTS	6	Duration	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. <ul style="list-style-type: none"> 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) 						
	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. <p>Assessment in module component o6-MK-MKW2-1-102: Media Processes and Effects Research</p> <ul style="list-style-type: none"> 4 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) Language of assessment: German, English <p>Assessment in module component o6-MK-MKW2-2-102: Applied Research on Media Processes and Effects</p> <ul style="list-style-type: none"> 2 ECTS, Method of grading: (not) successfully completed a) presentation (approx. 60 minutes) or b) written elaborations of assumptions on texts (10 elaborations, 0.5 pages each) or c) term paper (approx. 20 pages) Language of assessment: German, English 						
o6-MK-MedInf1-102-mo1	Computer Science in Media 1							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V + T (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	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) Language of assessment: German, English						
Participants and allocation of places	Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.							
o6-MK-MedInf2-102-mo1	Computer Science in Media 2							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V + Ü (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	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) Language of assessment: German, English						
Participants and allocation of places	Digital Humanities Master's (120 ECTS): maximum 10 places. Places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot.							

o6-MK-Med-Prod1-102-m01	Media Production / Media Analysis 1							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> 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) 						
Method of assessment	<p>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.</p> <p>Assessment in module component o6-MK-MedProd1-1-102: Media Production 1</p> <ul style="list-style-type: none"> 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 <p>Assessment in module component o6-MK-MedProd1-2-102: Media Analysis 1</p> <ul style="list-style-type: none"> 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-Prod2-102-m01	Media Production / Media Analysis 2							
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> 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	<p>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.</p> <p>Assessment in module component o6-MK-MedProd2-1-102: Media Production 2</p> <ul style="list-style-type: none"> 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 <p>Assessment in module component o6-MK-MedProd2-2-102: Media Analysis 2</p> <ul style="list-style-type: none"> 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-Psy1-102-m01	Media Psychology 1							
	ECTS	12	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> 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) 						
Method of assessment	<p>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.</p> <p>Assessment in module component o6-MK-MedPsy1-1-102: Media Psychology 1 Media Psychology 1</p> <ul style="list-style-type: none"> 8 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 <p>Assessment in module component o6-MK-MedPsy1-2-102: Basic concepts</p> <ul style="list-style-type: none"> 4 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 							
o6-MK-Med-Psy2-102-m01	Media Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> 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) 						
Method of assessment	<p>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.</p> <p>Assessment in module component o6-MK-MedPsy2-1-102: Media Psychology 2</p> <ul style="list-style-type: none"> 8 ECTS, Method of grading: numerical grade a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German, English <p>Assessment in module component o6-MK-MedPsy2-2-102: Theoretical and empirical approaches</p> <ul style="list-style-type: none"> 2 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 							

o6-MK-Meth1-102-mo1	Methods 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	<p>This module comprises 3 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> 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	<p>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.</p> <p>Assessment in module component o6-MK-Meth1-1-102: Observation</p> <ul style="list-style-type: none"> 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 <p>Assessment in module component o6-MK-Meth1-2-102: Participating in empirical studies</p> <ul style="list-style-type: none"> 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 <p>Assessment in module component o6-MK-Meth1-3-102: QM A QM A</p> <ul style="list-style-type: none"> 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 							
o6-MK-Meth2-102-mo1	Methods 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	<p>This module comprises 3 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> 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	<p>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.</p> <p>Assessment in module component o6-MK-Meth2-1-102: Survey & Experiment</p> <ul style="list-style-type: none"> 2 ECTS, Method of grading: (not) successfully completed a) written examination (approx. 60 minutes) or b) presentation (45 to 60 minutes) Language of assessment: German, English <p>Assessment in module component o6-MK-Meth2-2-102: SPSS</p> <ul style="list-style-type: none"> 2 ECTS, Method of grading: (not) successfully completed regular completion of exercises (75%, 30 hours) Language of assessment: German, English <p>Assessment in module component o6-MK-Meth2-3-102: QM B QM B</p> <ul style="list-style-type: none"> 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 							

o6-MK-WMM1-102-mo1	Business, Market and Media 1							
	ECTS	10	Duration	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. <ul style="list-style-type: none"> 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) 						
	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. <p>Assessment in module component o6-MK-WMM1-1-102: Business, Market and Media</p> <ul style="list-style-type: none"> 5 ECTS, Method of grading: numerical grade written examination (approx. 50 minutes) Language of assessment: German, English <p>Assessment in module component o6-MK-WMM1-2-102: Industrial and Organizational Psychology</p> <ul style="list-style-type: none"> 5 ECTS, Method of grading: numerical grade written examination (approx. 50 minutes) Language of assessment: German, English 						
o6-MK-WMM2-102-mo1	Business, Market and Media 2							
	ECTS	8	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S + T (no information on SWS (weekly contact hours) and course language available)						
	Method of assessment	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						
o6-MK-PRAX-102-mo1	Practice							
	ECTS	10	Duration	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	project report (5 to 8 pages) including media product created (200 hours) Language of assessment: German, English						
Compulsory Electives (20 ECTS credits)								
o6-MK-VertMP1-102-mo1	Advanced studies Media Psychology 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-VertKW1-102-mo1	Advanced studies Communication Science 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-Ml1-102-m01	Advanced studies Computer Science in Media 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-tIP1-102-m01	Advanced studies Instructional Psychology 1							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-VertMP2-102-m01	Advanced studies Media Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-VertKW2-102-m01	Advanced studies Communication Science 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-Ml2-102-m01	Advanced studies Computer Science in Media 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-tIP2-102-m01	Advanced studies Instructional Psychology 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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-Fe-102-m01	Research in Media Kommunikation							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (no information on SWS (weekly contact hours) and course language available)						
	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						

Thesis (12 ECTS credits)							
o6-MK-BT-092-m01	Bachelor Thesis Media Communication						
	ECTS	12	Duration	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)							
o6-MK-Prakt-112-m01	Internship						
	ECTS	10	Duration	1 semester	Method of grading	(not) successfully completed	Modul level undergraduate
	Courses	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 technical course (approx. 8 pages)					
Additional Information	Additional information on module duration: 8 weeks.						
41-IK-BM-122-m01	Information Literacy (Basic Level)						
	ECTS	2	Duration	1 semester	Method of grading	(not) successfully completed	Modul level undergraduate
	Courses	Ü (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment	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-Einf-WA-102-m01	Academic techniques for scientific writing and presentation						
	ECTS	3	Duration	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) presentation (15 to 30 minutes) with written elaboration (approx. 10 pages) or d) term paper (approx. 15 pages) or e) portfolio (maximum 20 pages)					