

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: $\mathbf{E} = \text{field trip}$, $\mathbf{K} = \text{colloquium}$, $\mathbf{O} = \text{conversatorium}$, $\mathbf{P} = \text{placement/lab course}$, $\mathbf{R} = \text{project}$, $\mathbf{S} = \text{seminar}$, $\mathbf{T} = \text{tutorial}$, $\mathbf{U} = \text{exercise}$, $\mathbf{V} = \mathbf{V} = \mathbf$

= 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 cre-

modules 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)):

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	ECTS Durat		(in semesters)	Method of grading		Module level			
	Courses		To be spe	o 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		l if applica	if applicable						
	Other prereq	uisites	if applica	if applicable						
	Participants on of places		ocati- if applica	if applicable						
	Additional information		on if applica	if applicable						
	Referred to in	n LPO I	if applica	ble (examination re	gulations for teaching	g-degree programmes)				

Compulsory Course	es (128 E	CTS cre	dits)								
06-MK-IPSY1-102-	Instruc	tional P	sycholog	y 1							
mo1	ECTS	10	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S	-	V + V + S (no information on SWS (weekly contact hours) and course language available)							
	Method of assessm			written examination (approx. 100 minutes) Language of assessment: German, English							
	other p	rerequi	sites	Admission prerequisite to assessment: 75% of exercises (approx. 30 hours) to be successfully completed in the seminar.							
06-MK-IPSY2-102-	Instruc	tional P	sycholog	y 2							
mo1	ECTS	10	Duratio		1 semester	Method of grading		Modul level	undergraduate		
	Course	S		V + S	+ S (no information	on SWS (weekly con	tact hours) and course lang	guage available)			
	Method	d of asse	essment	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.							
06-MK-MKW1-102-	Media	dia and Communication Science 1									
mo1	ECTS	8	Duration	ı	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	Courses			This module comprises 2 module components. Information on courses will be listed separately for each module component. o 6-MK-MKW1-1-102: V (no information on SWS (weekly contact hours) and course language available) o 6-MK-MKW1-2-102: S (no information on SWS (weekly contact hours) and course language available)						
	Method	d of asse	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-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 Cor	nmunicat	ion Sci	ence 2				
mo1	ECTS	6	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses				06-MK-MKW2-1-102	2: V (no information o	s. Information on courses will be on SWS (weekly contact hours) on SWS (weekly contact hours)	and course lang	
	Method of assessment						essments in the individual moc e module will require successfu		
				Assessment in module component o6-MK-MKW2-1-102: Media Processes and Effects Research • 4 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) • Language of assessment: German, English Assessment in module component o6-MK-MKW2-2-102: Applied Research on Media Processes and Effects • 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-	Compu	ter Scie	nce in Me		Language of assess			1	
MedInf1-102-mo1		6	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses			V + T (no information on S	SWS (weekly contact	hours) and course language av	ailable)	<u> </u>
	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					
		ants ar		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.					
06-MK-	Compu	ter Scie	nce in Me	edia 2					
MedInf2-102-mo1	ECTS	6	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Course	s		V + Ü	(no information on S	SWS (weekly contact	hours) and course language av	ailable)	
	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 allo- cation of places						num 10 places. Places will be a nber of subject semesters, plac		ng to the number of subject se- ated by lot.

o6-MK-Med-	Media Production / Media Analysis 1												
Prod1-102-m01	ECTS	6 Di	uration		1 semester	Method of grading	numerical grade	Mo	odul level	undergraduate			
	Courses	5		This module comprises 2 module components. Information on courses will be listed separately for each module component. o 6-MK-MedProd1-1-102: S (no information on SWS (weekly contact hours) and course language available) o 6-MK-MedProd1-2-102: V (no information on SWS (weekly contact hours) and course language available)									
	Method	of assess								s as specified below. Unless all individual assessments.			
				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 Di	uration		1 semester		numerical grade		odul level	undergraduate			
	Courses	5		This module comprises 2 module components. Information on courses will be listed separately for each module component. o 6-MK-MedProd2-1-102: S (no information on SWS (weekly contact hours) and course language available) o 6-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. Assessment in module component o6-MK-MedProd2-1-102: Media Production 2									
				Asses	2 ECTS, Method of a) term paper (ap Language of assesement in module of 4 ECTS, Method of a) written examin weighted 5:1 or c) with written elaboregular completion	of grading: (not) succe prox. 5 pages) or b) po essment: German, Eng component of-MK-Mo of grading: numerical ation (approx. 60 min oral examination of	essfully completed ortfolio (approx. 20 pages glish edProd2-2-102: Media Algrade or b) written examinates) or b) written examinates) or e) term paper (15 t 60 hours)	ns) or c) regula Analysis 2 ination (appr prox. 30 mini	rox. 40 minu utes) or d) p	on of exercises (75%, 30 hours) tes) with exercises (40 hours), resentation (15 to 30 minutes) lio (maximum 20 pages) or g)			

o6-MK-Med-	Media Psychology 1											
Psy1-102-m01	ECTS	12	Duratio	n 1 semeste	er Method of grading numerical grade	Mod	lul level	undergraduate				
	Course	es		This module comprises 2 module components. Information on courses will be listed separately for each module component. • 06-MK-MedPsy1-1-102: V + V (no information on SWS (weekly contact hours) and course language available) • 06-MK-MedPsy1-2-102: S (no information on SWS (weekly contact hours) and course language available) 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-MedPsy1-1-102: Media Psychology 1 Media Psychology 1 • 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 Assessment in module component o6-MK-MedPsy1-2-102: Basic concepts • 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								
	Metho	d of ass	sessment									
o6-MK-Med-	Media Psychology 2											
Psy2-102-m01	ECTS 10 Duratio			n 1 semeste	er Method of grading numerical grade	Mod	lul level	undergraduate				
	Course	es		This module comprises 2 module components. Information on courses will be listed separately for each module component. o 6-MK-MedPsy2-1-102: V (no information on SWS (weekly contact hours) and course language available) o 6-MK-MedPsy2-2-102: S (no information on SWS (weekly contact hours) and course language available)								
	Metho	d of ass	sessment	Assessment in the stated otherwise	his module comprises the assessments in the in e, successful completion of the module will requ	ndividual module co uire successful com	omponent pletion of	s as specified below. Unless all individual assessments.				
				 8 ECTS, M a) written Language Assessment in m 2 ECTS, M a) present 	module component o6-MK-MedPsy2-1-102: Med Method of grading: numerical grade examination (approx. 100 minutes) or b) oral exe of assessment: German, English module component o6-MK-MedPsy2-2-102: The Method of grading: (not) successfully completed tation (45 to 90 minutes) with written elaboration of assessment: German, English	xamination of one cooretical and empirio	cal approa	aches				

o6-MK-Meth1-102-	Methods 1												
mo1	ECTS	10	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	2S		•	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)								
	Metho	d of ass	essment						nts as specified below. Unless of all individual assessments.				
				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									
o6-MK-Meth2-102-	Metho		_					,					
mo1	ECTS	10	Duration		1 semester		numerical grade	Modul level	undergraduate				
	Courses			This module comprises 3 module components. Information on courses will be listed separately for each module component. • 06-MK-Meth2-1-102: S (no information on SWS (weekly contact hours) and course language available) • 06-MK-Meth2-2-102: S (no information on SWS (weekly contact hours) and course language available) • 06-MK-Meth2-3-102: S + T (no information on SWS (weekly contact hours) and course language available)									
	Metho	d of ass	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.									
				Asses	2 ECTS, Method (a) written examin Language of assessment in module 2 ECTS, Method (regular completic Language of assessment in module	of grading: (not) succention (approx. 60 minus serment: German, Encomponent of-MK-Mof grading: (not) succent of exercises (75%, essment: German, En	nutes) or b) presentatio glish eth2-2-102: SPSS essfully completed 30 hours) glish eth2-3-102: QM B QM B	n (45 to 60 minutes)					
				•	a) written examin		inutes) or b) oral exami	nation of one candidate	e each (approx. 30 minutes)				

06-MK-WMM1-102-	Busine	ss, Mar	ket and N	ledia 1			,					
mo1	ECTS	10	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Courses	S		•	This 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)							
	Method	of ass	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								
o6-MK-			ket and N									
WMM2-102-m01	ECTS	8	Duratio		1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Courses					SWS (weekly contact hours) and course langu	<u> </u>					
	Method	d of ass	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-	Practice											
mo1	ECTS	10	Duratio	n	1 semester	Method of grading (not) successfully comp	oleted Modul level	undergraduate				
	Courses	S	•	S (no	information on SW	/S (weekly contact hours) and course language	available)					
	Method	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)									
o6-MK-	Advanc	ed stud	lies Media	a Psycl	hology 1							
VertMP1-102-m01	ECTS	10	Duration	n	1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Courses	 S		S (no	information on SW	VS (weekly contact hours) and course language	available)					
	Method	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 Comn		tion Science 1	· •	-					
VertKW1-102-m01	ECTS 10 Duratio				1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Courses	l			information on SW	VS (weekly contact hours) and course language						
			essment	a) wri	tten examination (approx. 100 minutes) or b) oral examination (and the contraction is a second to the contraction of the contraction is a second to the contraction of the contraction	•	c) report (approx. 15 pages)				

o6-MK-Vert-	Advanced studies Computer Science in Media 1											
Ml1-102-m01	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses		S (no	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-	Advanced studies Instructional Psychology 1											
tlP1-102-m01	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses	,	S (no	information on SWS	(weekly contact hou	irs) and course language avail	able)	_				
	Method of	assessment		tten examination (ap		or b) oral examination (approx	. 30 minutes) or	c) report (approx. 15 pages)				
o6-MK-	Advanced	studies Medi	a Psyc	ology 2								
VertMP2-102-m01	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses		S (no	information on SWS	(weekly contact hou	rs) and course language avail	able)					
	Method of	assessment		tten examination (ap		or b) oral examination (approx	. 30 minutes) or	c) report (approx. 15 pages)				
o6-MK-	Advanced	studies Com	munica	tion Science 2								
VertKW2-102-m01	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses	,	S (no	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-	Advanced studies Computer Science in Media 2											
MI2-102-m01	ECTS 10	Duratio	n	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-	Advanced	studies Instr	uctiona	l Psychology 2								
tlP2-102-m01	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses		S (no	information on SWS	(weekly contact hou	rs) and course language avail	able)					
	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								
06-MK-Fe-102-m01	Research i	in Media Kom	munik	ation								
	ECTS 10 Duratio		n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses	,	S (no	information on SWS	(weekly contact hou	rs) and course language avail	able)	-				
	Method of	assessment		tten examination (ap		or b) oral examination (approx	. 30 minutes) or	c) report (approx. 15 pages)				

Thesis (12 ECTS cre	edits)											
o6-MK-BT-092-	Bache	lor Thesi	s Media	Commu	ınication							
mo1	ECTS	12	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Course	es	•	C (no	information on SWS	(weekly contact hou	ırs) and course language availa	ible)	•			
	Method of assessment				Bachelor's thesis (approx. 30 pages) Language of assessment: German, English							
Subject-specific Ke	Subject-specific Key Skills (15 ECTS credits)											
o6-MK-Prakt-112-	Intern	ship										
mo1	ECTS	10	Duratio	า	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate			
	Course	es		P (no	information on SWS	(weekly contact hou	rs) and course language availa	ble)				
	Method of assessment			placement report / fieldwork report / report on practical training / report on practical course / project report / report on technical course (approx. 8 pages)								
	Additio	onal Info	rmation	Additi	onal information on	module duration: 8	weeks.					
41-IK-BM-122-mo1	Information Literacy (Basic Level)											
	ECTS	2	Duratio	า	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate			
	Course	es		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)								
	Referre	ed to in L	.PO I	§ 99 (§ 99 (1) 1. Sprachheilpäd. Sonderpädagogik und Bezugswissenschaften der Sprachheilpädagogik SO							
o6-MK-Einf-		mic tech	niques fo	r scien	tific writing and pre	sentation						
WA-102-m01	ECTS 3 Duratio		Duratio	1	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate			
	Courses			S (no	S (no information on SWS (weekly contact hours) and course language available)							
	Method of assessment			tation	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)							