



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 Responsible: Institute	of Human Sciences e of Human Computer Media	Examination regulations version: 2015 Examination regulations version: 2015							
Abbreviations used:	Course types: E = field trip, K = colloquium, O = conversatorium, P = placement/lab course, R = = lecture	project, S = seminar, T = tutorial, Ü = exercise, V							
	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 ditable for bonus.	offered every semester and modules are not cre-							
Information on assessment procedures:									
	Should a module comprise more than one graded assessment, all assessments will be equally w	veighted, unless otherwise stated below.							
	Should the assessment comprise several individual assessments, successful completion of the module will require successful completion o								

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

ASPO2015

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

09-Sep-2015 (2015-144)

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	CTS Durat		(in semesters)	Method of grading		Module level			
	Courses		To be sp	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 as	ssessme	ent							
	Only after su completion of		Il if applica	able						
	Other prereq	uisites	if applica	if applicable						
	Participants on of places		ocati- if applica	if applicable						
	Additional in	formati	on if application	if applicable						
	Referred to i	n LPO I	if applica	able (examination r	egulations for teaching	g-degree programmes)				

06-MK-IPSY1-152-	Instructional Psychology 1										
mo1	ECTS 10 Duration				Method of grading numerical grade	Modul level	undergraduate				
	Course			V(2) + V(2) + S(2)							
	Method	d of ass	essment	Language of assess	written examination (approx. 100 minutes) Language of assessment: German and/or English creditable for bonus						
06-MK-IPSY2-152-	Instructional Psychology 2										
no1	ECTS	10	Duratio	n 1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Course	S	_	V(2) + S(2) + S(2)							
	Methoo	d of ass	essment		n (approx. 100 minutes) sment: German and/or English s						
06-MK-MKW1-152-	Media	and Co	mmunicat	ion Science 1							
m01	ECTS	8	Duratio	n 1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Course	S		V (2) + S (2)	·	-					
	Method of assessment			a) written examination (approx. 80 minutes) or b) oral examination (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus							
06-MK-MKW2-152-	Media and Communication Science 2										
m01	ECTS	6	Duratio	n 1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Course	S		V (2) + S (2)	· · ·						
	Method of assessment			b) oral examinatior	tion (approx. 60 minutes) or 1 (approx. 30 minutes) sment: German and/or English s						
o6-MK-	Compu	ter Sci	ence in Me	edia 1							
MedInf1-152-m01	ECTS	6	Duratio	n 1 semester	Method of grading numerical grade	Modul level	undergraduate				
	Course	S		V (2) + Ü (2)							
	Method of assessment			a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 minutes) or c) term paper (approx. 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus							
	Referred to in LPO I			§ 22 Il Nr. 3 b)							

Bachelor's with 1 major Media Communication (2015)	JMU Würzburg • generated 21-Jul-2025 • exam. reg. data record 82 f26 - - H 2015	page 3 / 9

o6-MK-	Compu	ter Scie	ence in Me	edia 2				,			
MedInf2-152-mo1	ECTS	6	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S		V (2)	V (2) + T (2)						
	Method	d of ass	essment	b) ora c) ter d) po Langi	 a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 minutes) or c) term paper (approx. 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus 						
	Referre	ed to in l	LPO I	§ 22	§ 22 II Nr. 3 b)						
o6-MK-Med-	Media	Product	tion / Med	lia Ana	alysis 1						
Prod1-152-m01	ECTS 6 Duration			n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Courses			V (2)	+ S (2)			·			
	Method of assessment			 a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 minutes) or c) term paper (approx. 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus 							
o6-MK-Med-	Media	Media Production / Media Analysis 2									
Prod2-152-m01	ECTS 6 Duration		n	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Course	S		V (2) + S (2)							
	Method of assessment			a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 minutes) or c) term paper (approx. 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus							
o6-MK-Med-	Media	Psychol	logy 1								
Psy1-152-m01		12	Duration	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S		V (2)	+ V (2) + S (2)			•			
	Method	d of ass	essment	b) ora Langi	al examination (ap	(approx. 120 minutes) o prox. 30 minutes) nt: German and/or Engl					

o6-MK-Med-	Media Psycho	logy 2								
Psy2-152-m01	ECTS 10	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate			
	Courses		V (2)	V (2) + S (2)						
	Method of ass	essment			pprox. 100 minutes) or					
				al examination (appr						
			Language of assessment: German and/or English creditable for bonus							
o6-PSY-	Statistics 1									
STAT-1-152-m01	ECTS 6	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate			
	Courses		S (4)	+ Ü (2)						
	Method of ass	sessment		n examination (app	rox. 120 minutes) : German and/or English					
				creditable for bonus						
o6-PSY-	Statistics 2									
STAT-2-152-m01	ECTS 6	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate			
	Courses		S (4)	+ Ü (2)						
	Method of ass	essment		written examination (approx. 120 minutes)						
			Language of assessment: German and/or English creditable for bonus							
06-MK-Meth1-152-	Research Met	hode	cieun							
mo1	ECTS 7	Duratio	n	2 semester	Method of grading numerical grade	Modul level	undergraduate			
	Courses	Duratio		+ S (2) + Ü (2)	method of glading humencat glade	Modulievei	undergraduate			
	Method of ass	occmont	· · ·	a) written examination (approx. 120 minutes) or						
	method of ass	essment	b) oral examination (approx. 30 minutes)							
			Language of assessment: German and/or English							
			credi	able for bonus						
06-MK-Meth2-152-	Experimental	- i		1		1				
m01	ECTS 1	Duratio		2 semester	Method of grading (not) successfully completed	Modul level	undergraduate			
	Courses		. ,	P (0)						
	Method of ass	sessment		g as a participant in lage of assessment:	studies (30 hours) : German and/or English					
06-MK-WMM1-152-										
06-MK-WMM1-152-	Business, Ma	rket and M	Aedia 1							
06-MK-WMM1-152- m01	Business, Ma ECTS 10	r ket and N Duratio		1 semester	Method of grading numerical grade	Modul level	undergraduate			
-			n	1	Method of grading numerical grade	Modul level	undergraduate			
-	ECTS 10	Duratio	n V (2) a) wri	1 semester + V (2) tten examination (a	pprox. 100 minutes) or	Modul level	undergraduate			
-	ECTS 10 Courses	Duratio	n V (2) a) wri b) ora	1 semester + V (2) tten examination (a ll examination (appr	pprox. 100 minutes) or rox. 30 minutes)	Modul level	undergraduate			
	ECTS 10 Courses	Duratio	n V (2) a) wri b) ora Langi	1 semester + V (2) tten examination (a ll examination (appr	pprox. 100 minutes) or	Modul level	undergraduate			

Bachelor's with 1 major Media Communication (2015)	JMU Würzburg • generated 21-Jul-2025 • exam. reg. data record 82 f26 - - H 2015	page 5 / 9

06-MK-	Busine	ss, Marl	ket and N	ledia 2							
WMM2-152-m01	ECTS	8	Duratio	า	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	S	-3	S (2) -	+ T (2)						
	Metho	d of asse	essment			pprox. 80 minutes) or	ſ				
					l examination (20 m						
				c) term paper (approx. 15 to 20 pages) or d) portfolio (approx. 20 pages)							
					Language of assessment: German and/or English						
06-MK-PRAX-152-	Practic	e				, 0			-		
m01	ECTS	10	Duration	า	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate		
	Course	s		Ü (2) ·	+ S (2)						
	Method of assessment				olio (approx. 20 pago						
				Langu	lage of assessment:	German and/or Engl	ish				
Compulsory Electiv	ves (20 E	CTS cre	dits)								
06-MK-	Advand	ced Stud	lies Medi	a Psyc	Psychology 1						
VertMP1-152-m01	ECTS	10	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Courses			S (4)							
	Method of assessment					pprox. 100 minutes) o	or				
				b) oral examination (approx. 20 minutes) or							
			c) report (approx. 15 pages) Language of assessment: German and/or English								
06-MK-	Advanced studies Communication Science 1										
VertKW1-152-m01	ECTS	10	Duration		1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course	!S	<u>,</u>	S (4)							
	Metho	d of asse	essment	a) written examination (approx. 100 minutes) or							
				b) oral examination (approx. 20 minutes) or							
				c) report (approx. 15 pages) Language of assessment: German and/or English							
o(MK)/ort	Advon		ios Come	-		German and/or Engl	ISN				
o6-MK-Vert- Ml1-152-mo1	ECTS				cience in Media 1				un devena durate		
		10	Duration	1 S (4)	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course				tten eveninetien (e.						
	Metho	d of asse	essment		ll examination (a)	pprox. 100 minutes) or)r				
					ort (approx. 15 page						
						German and/or Engl	ish				

Bachelor's with 1 major Media Communication (2015)	JMU Würzburg • generated 21-Jul-2025 • exam. reg. data record 82 f26 - - H 2015	page 6 / 9

o6-MK-Ver-	Advanced studies Instructional Psychology 1									
tlP1-152-m01	ECTS	10	Duratio	n	1 semester	Method of grading num	erical grade	Modul level	undergraduate	
	Course	es		S (4)		· · · ·				
	Metho	d of ass	essment			pprox. 100 minutes) or				
					al examination (app					
					port (approx. 15 page	es) : German and/or English				
06-MK-	Advan	od stud	lios Modi							
VertMP2-152-mo1	ECTS	10	Duratio	-	sychology 2 1 semester Method of grading numerical grade Modul level undergraduate					
	Course		Duratio	S (4)			encal glade	Modulievel	undergraduate	
			essment	11	itton avamination (a	pprox. 100 minutes) or				
	Metho	u 01 ass	essment		al examination (app					
				c) rep	ort (approx. 15 page	es)				
		1				: German and/or English				
o6-MK- VertKW2-152-mo1					unication Science 2					
	ECTS	10	Duratio	n	1 semester	Method of grading num	erical grade	Modul level	undergraduate	
	Course	es		S (4)	-					
	Metho	Method of assessment				pprox. 100 minutes) or				
					b) oral examination (approx. 20 minutes) or c) report (approx. 15 pages)					
					Language of assessment: German and/or English					
o6-MK-Vert-	Advan	ced stud	lies Comp	_	uter Science in Media 2					
Ml2-152-m01	ECTS	10	Duratio		1 semester	Method of grading num	erical grade	Modul level	undergraduate	
	Course	es	<u> </u>	S (4)	S (4)					
	Metho	d of ass	essment	a) written examination (approx. 100 minutes) or						
				b) oral examination (approx. 20 minutes) or						
				c) report (approx. 15 pages)						
o6-MK-Ver-	Advon	and ature	lice Instru	_	Language of assessment: German and/or English					
tlP2-152-m01					al Psychology 2	Mathed of such in a line	aviaal avada			
	ECTS	10	Duratio		1 semester	Method of grading num	erical grade	Modul level	undergraduate	
	Course	-		S (4)		·				
	Metho	d of ass	essment			pprox. 100 minutes) or				
					b) oral examination (approx. 20 minutes) or c) report (approx. 15 pages)					
				Language of assessment: German and/or English						

Bachelor's with 1 major Media Communication (2015)	JMU Würzburg • generated 21-Jul-2025 • exam. reg. data record 82 f26 - - H 2015	page 7 / 9

06-MK-F0-152-m01	Research i	in Media Com	munica	munication						
	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Courses		S (4)							
	Method of	assessment	b) ora c) rep	a) written examination (approx. 100 minutes) or b) oral examination (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English						
Key Skills Area (20	ECTS credit	ts)								
General Key Skills In the area of gener (ASQ) of JMU.			Idents	may select, in addit	tion to the modules li	sted here, modules offered as	part of the pool	of general transferab	le skills	
General Key Skills	(subject-sp	ecific)								
06-MK-Tut-152-	Work expe	erience as tea	ching	assistant						
m01	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Courses		P (o)							
	Method of assessment			presentation with written elaboration (approx. 10 pages) Language of assessment: German and/or English						
Subject-specific Ke	y Skills (15	ECTS credits								
o6-MK-Prakt-152-	Internship									
m01	ECTS 10 Duratio		n	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate		
	Courses		P (o)	-						
	Method of assessment		Language of assessment: German and/or English							
	Additional	Information	Additional information on module duration: 8 weeks.							
41-IK-BM-152-m01	Informatio	n Literacy (B	asic Le	vel)						
	ECTS 2	Duratio		1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate		
	Courses		Ü (o.	Ü (0.5)						
	Method of	assessment	presentation (approx. 15 minutes) with written elaboration (approx. 2 pages)							
		Information	Addit	Additional information on module duration: usually block taught during semester break.						
	Referred to			§ 99 I Nr. 1 (2 ECTS credits)						
o6-MK-Einf-	Academic	techniques fo	or scier	ntific writing and pro						
WA-152-m01	ECTS 3	Duratio		1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate		
	Courses		S (2)							
Bachelor's with 1 major A		assessment	b) ora c) pre d) ter	a) written examination (approx. 30 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (15 to 30 minutes) and written elaboration (approx. 10 pages) or d) term paper (approx. 15 pages) Language of assessment: German and/or English JMU Würzburg • generated 21-Jul-2025 • exam. reg. data record 82 f26 - - H 2015 page 8 / 9					page 8 / 9	
Dachelor 5 with 1 major N						Jino wuizbuig • generateu 21-Jul-2	020 - Chain, Teg. udld I	20010 02 120 -1-1112015	page 0/9	

Thesis (12 ECTS credits)											
06-MKBT-152-m01	Bachelor Thesis Media Communication										
	ECTS	12	Duration		1 semester	Method of grading	numerical grade	Modu	l level	undergraduate	
	Course	S		No courses assigned to module							
	Method of assessment				Bachelor's thesis (approx. 30 pages) Language of assessment: German or English						
	Additional Information Time to complete: 12 weeks.										

Deskelete with a material Markin Communication (accord)	IMULIARS where a second studies are a second star data record O alfo (11) Ula second	
Bachelor's with 1 major Media Communication (2015)	JMU Würzburg • generated 21-Jul-2025 • exam. reg. data record 82 f26 - - H 2015	page 9 / 9