

## 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: 2016  
Examination regulations version: 2016

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:

**ASPO2015**

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

**04-Apr-2016 (2016-55)**

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 (130 ECTS credits)								
o6-MK-OMK1-162-mo1	Psychology of Online and Mobile Communication 1							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + S (2)						
	Method of assessment	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus						
o6-MK-OMK2-162-mo1	Psychology of Online and Mobile Communication 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + S (2)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus						
o6-MK-MKW1-162-mo1	Mass Media Processes and Effects							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + S (2)						
	Method of assessment	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus						
o6-MK-MKW2-162-mo1	Marketing & Strategic Communication							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + S (2)						
	Method of assessment	a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus						
o6-MK-MedInf1-162-mo1	Digital Media 1							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + Ü (2) Course type: alternatively T (2) instead of Ü						
	Method of assessment	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (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-MedInf2-162-mo1	Digital Media 2							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2) + Ü (2)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 30 pages) or d) portfolio (approx. 30 pages) Language of assessment: German and/or English creditable for bonus					
o6-MK-Med-Prod1-162-mo1	Media Production 1							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (15 to 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English					
o6-MK-Med-Prod2-162-mo1	Media Production 2							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (15 to 20 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English					
o6-MK-Med-Psy1-162-mo1	Psychology of Classic Media							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2) + S (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus					
o6-MK-Med-Psy2-162-mo1	Psychology of New (Social) Media							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2) + S (2)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus					
o6-MK-PSY-STAT1-162-mo1	Statistics 1							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4) + T (2)					
	Method of assessment		written examination (approx. 120 minutes) Language of assessment: German and/or English					

o6-MK-PSY- STAT2-162-m01	<b>Statistics 2</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4) + T (2)					
	Method of assessment		written examination (approx. 120 minutes) Language of assessment: German and/or English					
o6-MK-DA- TE1-162-m01	<b>Media Content Analysis &amp; Observation</b>							
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		S (2) + T (2)					
	Method of assessment		portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus					
o6-MK-DA- TE2-162-m01	<b>Experiments &amp; Surveys</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English					
o6-MK-DA- TA-162-m01	<b>Data analysis</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English					
o6-MK-Gr1-162- m01	<b>Basics 1 - Psychological Basics for Media Communication 1</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English					
o6-MK-Gr2-162- m01	<b>Basics 2 - Basics of Mass Media in Germany</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English					
o6-MK-Gr3-162- m01	<b>Basics 3 - Psychological Basics for Media Communication 2</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2)					
	Method of assessment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English					

o6-MK-CC-162-mo1	<b>Corporate Communication and Human Resources</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2) + S (2)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (30 minutes) or c) term paper (20 to 30 pages) or d) portfolio (approx. 30 pages) Language of assessment: German and/or English					
o6-MK-PRAX-162-mo1	<b>Project: Media Practice</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		portfolio (approx. 30 pages) Language of assessment: German and/or English					
Compulsory Electives (20 ECTS credits)								
o6-MK-VertMP1-162-mo1	<b>Research Projects in Media Psychology 1</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-VertKW1-162-mo1	<b>Research Project in Media and Business Communication 1</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-VertMI1-162-mo1	<b>Research Project in Media Informatics 1</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-VertOMK1-162-mo1	<b>Research Project in Psychology of Online and Mobile Communication 1</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					

o6-MK-VertMP2-162-mo1	<b>Research Projects in Media Psychology 2</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-VertKW2-162-mo1	<b>Research Project in Media and Business Communication 2</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-Vert-MI2-162-mo1	<b>Research Project in Media Informatics 2</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-Ver-tOMK2-162-mo1	<b>Research Project in Psychology of Online and Mobile Communication 2</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-Fo-152-mo1	<b>Research in Media Communication</b>							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (4)					
	Method of assessment		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					
<b>Key Skills Area (20 ECTS credits)</b>								
<b>General Key Skills (5 ECTS credits)</b>								
In addition to the modules listed below, students may also take modules offered by JMU as part of the pool of general transferable skills (ASQ).								
<b>General Key Skills (subject-specific)</b>								
o6-MK-Tut-152-mo1	<b>Work experience as teaching assistant</b>							
	ECTS	5	Duration	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 Key Skills (15 ECTS credits)								
o6-MK-Prakt-152-m01	Internship							
	ECTS	10	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		P (o)					
	Method of assessment		report (approx. 8 pages) Language of assessment: German and/or English					
	Additional Information		Additional information on module duration: 8 weeks.					
o6-MK-PROB-162-m01	Experimental Credit							
	ECTS	1	Duration	2 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		P (o)					
	Method of assessment		Acting as a participant in studies (30 hours) Language of assessment: German and/or English					
o6-MK-WA-162-m01	Scientific Working & Research Logics							
	ECTS	4	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		S (2)					
	Method of assessment		a) written examination (approx. 40 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (15 to 30 minutes) with related term paper (approx. 10 pages) or d) term paper (approx. 15 pages) Language of assessment: German and/or English					
Thesis (10 ECTS credits)								
o6-MKBT-162-m01	Bachelor Thesis Media Communication							
	ECTS	10	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		No courses assigned to module					
	Method of assessment		Bachelor's thesis (approx. 40 pages) Language of assessment: German or English					
	Additional Information		Time to complete: 10 weeks.					