

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: 2021

Examination regulations version: 2021

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:

ASP02015

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

17-Dec-2020 (2020-109)

10-Mar-2021 (2021-15)

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 sp	ecified in the form X	(y) with course type ?	X abbreviated as specified abo	ve and number of we	ekly contact hours y			
	Method of as	ssessme	ent	-							
	Only after su completion o		l if applica	if applicable							
	Other prereq	uisites	if applica	if applicable							
	Participants and allocation of places		ocati- if applica	if applicable							
	Additional information		on if applica	if applicable							
	Referred to in LPO I		if applica	if applicable (examination regulations for teaching-degree programmes)							

Compulsory Course	s (120 EC	CTS cree	dits)										
06-MK-OMK1-212-	Psychol	ogy of	online an	d mob	ile communication 1								
mo1	ECTS	10	Duratio	า	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses	Courses		V (2)	+ S (2)								
	Method	of asse	ssment		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								
06-MK-0MK2-212-	Psychol	ogy of	online an	d mob	I mobile communication 2								
mo1	ECTS		Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses		ļ.	V (2)	·	, 5	<u> </u>						
	Method	of asse	essment			oprox. 50 minutes) o German and/or Engl		of one candidate each (a	pprox. 20 minutes)				
06-MK-MKW1-212-	Mass me	Mass media processes and effects											
mo1	ECTS	5	Duratio	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses			V (2)				·	·				
	Method	of asse	essment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English								
06-MK-MKW2-212-	Advertising and public relations												
mo1	ECTS 10 Duratio		1	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses			V (2)	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									
10-MK-Dig-	Digital media 1												
Med1-212-m01	ECTS	5	Duratio	n .	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses			V (2)	+ Ü (2)								
	Method	of asse	essment	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									
	Addition	nal Info	rmation	Instea	nd of an exercise, a t	utorial with 2 SWS ca	an be offered.						
10-MK-Dig-	Digital n	nedia 2											
Med2-212-m01	ECTS	10	Duratio	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Courses			V (2)	+ Ü (2)								
	Method of assessment			Langu	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-Med-	Analysis	Analysis, design & creation of media												
Prod-212-mo1	ECTS 5	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses			S (2)	5 (2)									
	Method o	of asse	essment	ges) Langı	a) written examination (approx. 20 minutes) or b) oral group examination (approx. 40 minutes) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus									
o6-MK-Me-	Media co	ommun	ication i	n appli	applied contexts									
dAnw-212-m01	ECTS 5	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses		,	S (2)				, and the second						
	Method	of asse	essment	(appr	ox. 20 pages)	pprox. 50 minutes) o : German and/or Eng		of one candidate each (a	pprox. 20 minutes) or c) portfolio					
o6-MK-Med-	Psycholo	ogy of o	classic m	edia										
Psy1-212-mo1	ECTS 5 Duratio		n	1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses	Courses		V (2)	<i>I</i> (2)									
	Method	Method of assessment			a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral group examination (approx. 40 minutes) Language of assessment: German and/or English									
o6-MK-Med-	Moving p	Moving picture communication												
Psy2-212-mo1	ECTS 5	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses		,	V (2)		•		<u>^</u>						
	Method	of asse	essment	group	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral group examination (approx. 40 minutes) Language of assessment: German and/or English									
o6-MK-PSY-	Statistic	S 1												
STAT1-162-m01	ECTS 5	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses			S (4)	+ T (2)	•		<u>^</u>						
	Method	Method of assessment			written examination (approx. 120 minutes) Language of assessment: German and/or English									
o6-MK-PSY-	Statistic	S 2												
STAT2-162-m01	ECTS 5	ECTS 5 Duratio		n	1 semester	Method of grading	numerical grade	Modul level	undergraduate					
	Courses			S (4)	+ T (2)									
	Method	of asse	essment		n examination (appuage of assessment	orox. 120 minutes) :: German and/or Eng	lish							

o6-MK-DA-	Media content analysis & observation												
TE1-212-m01	ECTS 5	Duratio	n	1 semester	Method of grading (not) successfully completed	Modul level	undergraduate						
	Courses		S (2) -	+ T (2)									
	Method of a	assessment		olio (approx. 20 pa lage of assessmer	ges) it: German and/or English								
o6-MK-DA-	Experiments & surveys												
TE2-212-m01	ECTS 5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses		S (2)	5 (2)									
	Method of a	assessment	Langu	written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) anguage of assessment: German and/or English reditable for bonus									
o6-MK-DA-	Data analys	sis											
TA-212-m01	ECTS 5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses		S (2)										
	Method of a	assessment	Langu	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									
06-MK-Gr1-212-	Basics 1: Int	Basics 1: Introduction to psychology											
mo1	ECTS 5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses		V (2)	•	•								
	Method of a	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										
06-MK-Gr2-212-	Basics 2: Basics of mass media in Germany												
mo1	ECTS 5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses		V (2)										
	Method of a	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										
06-MK-Gr3-212-	Basics 3: So	ocial and org	anizat	ional psychology									
mo1	ECTS 5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses		V (2)										
	Method of a	assessment			approx. 50 minutes) or b) oral examination of one callt: German and/or English	ndidate each (a	pprox. 20 minutes)						
06-MK-IUK-212-	Internal cor	porate comr	nunica	tion									
mo1	ECTS 5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses		S (2) -	+ T (2)	·	-							
	Method of a	assessment	ges)	a) written examination (approx. 50 minutes) or b) oral group examination (approx. 40 minutes) or c) portfolio (approx. 15 pa-									

06-MK-PRAX-212-	Project: med	Project: media practice												
mo1	ECTS 10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses		S (4)											
	Method of as	sessment		portfolio (approx. 30 pages)										
			Langu	Language of assessment: German and/or English										
Compulsory Electiv	Compulsory Electives (30 ECTS credits)													
Compulsory Electiv	Isory Electives 1: Administration in media contexts (10 ECTS credits)													
o6-MK-	Research in	Research in psychology of mobile and online communication 1												
WpOMK1-212-mo1	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses		S (2)											
	Method of as	ssessment	per (a	pprox. 10 pages) or		15 pages) or e) report		pprox. 20 minutes) or c) term pa-						
o6-MK-	Research in	psychology	of mo	bile and online com	munication 2									
WpOMK2-212-mo1	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses		S (2)											
	Method of as	ssessment	per (a	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English										
o6-MK-	Research in media psychology 1													
WpMP1-212-m01	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses		S (2)											
	Method of as		per (a Langı	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English										
06-MK-	Research in	media psyc	hology	2										
WpMP2-212-m01	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses		S (2)				,							
			per (a Langı	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English										
o6-MK-		media and	busine	ss communication 1										
WpMWK1-212-mo1	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate						
	Courses		S (2)											
	Method of as	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. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English												

o6-MK-	Research in media and business communication 2												
WpMWK2-212-mo1	ECTS	5	Duration	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	:S		S (2)	*	-	•						
	Method	d of ass	essment		a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term pa-								
							15 pages) or e) report	(approx. 10 pages)					
< A41/ 14/ A5	<i>c</i> .			Language of assessment: German and/or English									
o6-MK-WpAF-212- mo1	Contemporary research in media communication ECTS 5 Duration 1 semester Method of grading numerical grade Modul level undergraduate												
11101	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course			S (2)		• • •	1) 1	<u> </u>					
	Metho	d of ass	essment	per (a	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages)								
			,	_		: German and/or Eng	lish						
o6-MK-WpBW-212-		ss adm	inistratio	ı in me	edia contexts								
mo1	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course			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 (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages)								
								(approx. 10 pages)					
o6-MK-	Language of assessment: German and/or English Theories of media communication												
06-MK- WpTMK-212-m01			_		-	Madland of avadina		Modul level	undergraduate				
	ECTS 5 Duratio			S (2)									
	Course			` ,			, h) aval avancination a	.f	pprox. 20 minutes) or c) term pa-				
	method	u 01 ass	essment	per (a	approx. 10 pages) or		15 pages) or e) report		pprox. 20 minutes) or c) term pa-				
o6-MK-WpPM-212-													
mo1	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course			S (2)	ı	, 0							
	Method	d of ass	essment	a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) term paper (approx. 10 pages) or d) portfolio (approx. 15 pages) or e) report (approx. 10 pages) Language of assessment: German and/or English									
Compulsory Electiv	es 2: Re	search	Projects (20 EC	ΓS credits)								
o6-MK-			<u> </u>		ychology 1								
VertMP1-212-mo1	ECTS	10	Duration	<u> </u>	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	·S	,	R (3)	•	•		•					
				(appr	a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English								

o6-MK-	Resear	Research project in media and business communication 1											
VertKW1-212-mo1	ECTS	10	Duratio	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	S		R (3)	•	<u> </u>		•					
	Method	d of ass	essment		a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) report								
					ox. 15 pages)	C / []	- L						
10-MK-MI-	Dagaar	ah nyai	at in mas		Language of assessment: German and/or English								
Vert1-212-mo1	Research project in media informatics 1 ECTS 10 Duration 1 semester Method of grading numerical grade Modul level undergraduate												
Venti Ziz moi	Course	10	Duratio	R (3)	1 semester	Method of grading	numencai grade	Modul level	undergraduate				
			occmont		tton ovamination (a	unnroy 100 minutos) o	(h) oral oxamination on	o candidato oach (an	prox. 20 minutes) or c) report (ap-				
	Method	J 01 a55	essillelli		15 pages)	ipprox. 100 illillutes) o	b) oral examination one	e candidate each (ap)	prox. 20 illillutes) of c) report (ap-				
					Language of assessment: German and/or English								
o6-MK-Ver-	Resear	ch proje	ect in psy	cholog	y of online and mo	bile communication 1							
tOMK1-212-m01	ECTS	10	Duratio	า	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	S		R (3)		·							
	Metho	d of ass	essment	a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (ap-									
					prox. 15 pages)								
a.C. MAI/	Language of assessment: German and/or English Research project in media psychology 2												
06-MK- VertMP2-212-m01	ECTS	<u> </u>	Duration	<u> </u>	· · · · · · · · · · · · · · · · · · ·	Mathad of avadina	numarical arada	Madullaval	und avera du eta				
VC10111 2 212 11101	Course	10	Duratio	1 R (3)	1 semester	Method of grading	numericai grade	Modul level	undergraduate				
			assmant	a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (ap-									
	Method	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								
06-MK-	Resear	ch proje	ect in med	lia and	business commun	ication 2							
VertKW2-212-mo1	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	S		R (3)		·		•					
	Method	d of ass	essment	a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (ap-									
					15 pages)	. C	- L						
AAIZ AAI	_			_		: German and/or Engli	Sn						
10-MK-MI- Vert2-212-m01			_		ormatics 2	AA () C	• 1 1		1				
VC1(2 212 11101	ECTS	10	Duratio		1 semester	Method of grading	numericai grade	Modul level	undergraduate				
	Course			R (3)			.1->1 ''						
	Method	or ass	essment	a) written examination (approx. 100 minutes) or b) oral examination one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) or d) portfolio (approx. 15 pages)									
						: German and/or Engli							
	l .		-			<u>; </u>							

o6-MK-Ver-	Resear	ch proje	ect in psy	cholog	y of online and mo	bile communication 2		,						
tOMK2-212-m01	ECTS	10	Duratio	ı	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Course	Courses				·	•							
	Method	d of ass	essment	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										
06-MK-F0-212-m01	Resear	Research project in media communication												
	ECTS	10	Duratio	1	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Courses			R (3)										
	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									
Key Skills Area (20	ECTS cr	edits)												
General Key Skills	(5 ECTS	credits)												
General Key Skills In addition to the n				dents	may also take mod	ules offered by JMU as part of the pool of gener	ral transferable skills	(ASQ).						
o6-MK-Tut-152-	Work e	Work experience as teaching assistant												
mo1	ECTS	5	Duratio	า	1 semester	Method of grading numerical grade	Modul level	undergraduate						
	Course	S		P (o)										
	Method	d of ass	essment	presentation with written elaboration (approx. 10 pages) Language of assessment: German and/or English										
Subject-specific Ke	y Skills	(15 ECT	S credits)											
o6-MK-Prakt-152-	Interns	hip												
mo1	ECTS	10	Duratio	ı	1 semester	Method of grading (not) successfully comp	leted Modul level	undergraduate						
	Course	S		P (o)										
	Method	d of ass	essment	report (approx. 8 pages) Language of assessment: German and/or English										
	Additio	nal Info	rmation	Additional information on module duration: 8 weeks.										
o6-MK-PROB-212-	Experi	nental (credit											
mo1	ECTS	1	Duratio	ı	2 semester	Method of grading (not) successfully comp	leted Modul level	undergraduate						
	Course	S		P (o)										
	Method	d of ass	essment			n studies (30 hours),with the hours being divid t: German and/or English	ed between the work	areas of the institute.						

06-MK-WA-212-	Scienti	fic meth	ods & re	search							
mo1	ECTS	4	Duratio	1	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate		
	Course	S		S (2) -	S (2) + T (2)						
	Method of assessment a) written examination (approx. 40 minutes) or b) oral examination of one candidate each (approx. 15 minutes) examination (approx. 40 minutes) d) presentation (15 to 30 minutes) with related term paper (approx. 10 pages per (approx. 15 pages) Language of assessment: German and/or English										
Thesis (10 ECTS cre	dits)										
06-MKBT-162-m01	Bachel	or Thesi	s Media (Commu	ınication						
	ECTS	10	Duratio	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate		
	Course		,	No courses assigned to module							
	Method	d of asse	essment	Bachelor's thesis (approx. 40 pages) Language of assessment: German or English							
	Additio	nal Info	rmation	Time t	to complete: 10 week	<s.< td=""><td></td><td></td><td></td></s.<>					