



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: 2021 Examination regulations version: 2021 | | | | | | |
|--|--|---|--|--|--|--|--|--|
| Abbreviations used: | Course types: E = field trip, K = colloquium, O = conversatorium, P = placement/lab course, R = electure | 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 pr = 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 there be the option to choose between several methods of assessment, the lecturer will thod of assessment to be used in the current semester by two weeks after the start of the course customary manner. | - | | | | | | |
| | Should a module comprise more than one graded assessment, all assessments will be equally w | weighted, unless otherwise stated below. | | | | | | |
| Should the assessment comprise several individual assessments, successful completion of the module will require successful comp 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)):

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 | Dura | ation | (in semesters) | Method of grading | Module level | | | | | | |
| | Courses | | To be spe | 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 | sessment | | | | | | | | | | |
| | Only after su completion c | | if applica | ble | | | | | | | | |
| | Other prereq | uisites | if applica | ble | | | | | | | | |
| | Participants on of places | | i- if applica | ble | | | | | | | | |
| | Additional in | formation | if applica | ble | | | | | | | | |
| | Referred to in | n LPO I | if applica | ble (examination | regulations for teaching | degree programmes) | | | | | | |

| Compulsory Course | rses (120 ECTS credits) | | | | | | | | | | |
|-------------------|-------------------------|--------------|---|---|---|---------|-------------|---------------|--|--|--|
| 06-MK-OMK1-212- | Psychology | of online ar | ıd mob | ile communication | 1 | | | | | | |
| m01 | ECTS 10 | Duratio | n | 1 semester | Method of grading numerical | grade | Modul level | undergraduate | | | |
| | Courses | | V (2) | + S (2) | | | | | | | |
| | Method of as | ssessment | a) wri | tten 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-OMK2-212- | Psychology | of online ar | nd mob | d mobile communication 2 | | | | | | | |
| m01 | ECTS 5 | Duratio | n | 1 semester | Method of grading numerical | grade | Modul level | undergraduate | | | |
| | Courses | | V (2) | • | | | | | | | |
| | Method of as | ssessment | | | approx. 50 minutes) or | | | | | | |
| | | | | | ne candidate each (approx. 20 m t: German and/or English | inutes) | | | | | |
| 06-MK-MKW1-212- | Mass media | nrocesses | | <u> </u> | | | | | | | |
| m01 | ECTS 5 Duration | | | 1 semester | Method of grading numerical | grade | Modul level | undergraduate | | | |
| | Courses | Duratio | | V (2) | | | | | | | |
| | Method of as | sessment | | tten examination (| approx. 50 minutes) or | | | | | | |
| | | | b) ora | b) oral examination of one candidate each (approx. 20 minutes) | | | | | | | |
| | | | | Language of assessment: German and/or English | | | | | | | |
| 06-MK-MKW2-212- | Advertising | | | | | | | | | | |
| m01 | ECTS 10 | Duratio | | 1 semester | Method of grading numerical | grade | Modul level | undergraduate | | | |
| | Courses | | V (2) + S (2) | | | | | | | | |
| | Method of as | ssessment | a) written examination (approx. 100 minutes) or | | | | | | | | |
| | | | | b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English | | | | | | | |
| | | | | able for bonus | , Ç | | | | | | |
| 10-MK-Dig- | Digital medi | | | | · · · · · · · · · · · · · · · · · · · | | | | | | |
| Med1-212-mo1 | ECTS 5 | Duratio | | 1 semester | Method of grading numerical | grade | Modul level | undergraduate | | | |
| | Courses | | . , | + Ü (2) | | | | | | | |
| | Method of as | ssessment | | | | | | | | | |
| | | | b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English | | | | | | | | |
| | | | | creditable for bonus | | | | | | | |
| | Additional In | formation | Instea | ad of an exercise, a | tutorial with 2 SWS can be offere | ed. | | | | | |
| | Referred to in | n LPO I | § 22 | l Nr. 3 b) | | | | | | | |

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| 10-MK-Dig- | Digital media | Digital media 2 | | | | | | | | | | |
|--------------|-----------------------------|-----------------|--|---|--|-------------|---------------|--|--|--|--|--|
| Med2-212-m01 | ECTS 10 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Courses | | V (2) · | + Ü (2) | | | | | | | | |
| | Method of ass | essment | 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 | | | | | | | | | |
| | Referred to in | LPO I | § 22 | § 22 Nr. 3 b) | | | | | | | | |
| o6-MK-Med- | Analysis, desi | gn & crea | tion of | ion of media | | | | | | | | |
| Prod-212-mo1 | ECTS 5 | Duratio | | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Courses | | S (2) | | | | | | | | | |
| | Method of ass | essment | b) ora c) por Langu | Il examination in g tfolio (approx. 20 | ne candidate each (approx. 20 minutes) or groups (approx. 40 minutes) or pages) nt: German and/or English | | | | | | | |
| o6-MK-Me- | Media commu | nication i | n appli | applied contexts | | | | | | | | |
| dAnw-212-m01 | ECTS 5 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Courses | | S (2) | | | | | | | | | |
| | Method of ass | essment | b) ora c) por | ll examination of c tfolio (approx. 20 | (approx. 50 minutes) or one candidate each (approx. 20 minutes) or pages) nt: German and/or English | | | | | | | |
| o6-MK-Med- | Psychology of classic media | | | | | | | | | | | |
| Psy1-212-m01 | ECTS 5 | Duratio | | | | Modul level | undergraduate | | | | | |
| | Courses | | V (2) | | | | | | | | | |
| | Method of ass | essment | a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups (approx. 40 minutes) Language of assessment: German and/or English | | | | | | | | | |
| | Additional Info | ormation | Quali | fication goal: scie | ntific competences | | | | | | | |
| o6-MK-Med- | Moving picture | e commui | nicatio | n | | | | | | | | |
| Psy2-212-m01 | ECTS 5 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Courses | | V (2) | | | | | | | | | |
| | | | a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups (approx. 40 minutes) Language of assessment: German and/or English | | | | | | | | | |
| | Additional Info | ormation | Quali | rication goal: sciei | ntific competences | | | | | | | |

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| o6-MK-PSY- | Statistics 1 | | | | | | | | | | |
|-----------------------------|----------------------|-----------------|-----------------|---|---|---|------------------------------|-------------|---------------|--|--|
| STAT1-162-m01 | ECTS | ECTS 5 Duration | | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | S | | S (4) | S (4) + T (2) | | | | | | |
| | Method | l of asse | essment | | n examination (app | | | | | | |
| | | | 1 | Langı | lage of assessment: | German and/or Engl | ish | | | | |
| 06-MK-PSY- STAT2-162-m01 | Statisti | | | | 1 . | | | | | | |
| 51A12-102-1101 | | 5 | Duratio | | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | - | | S (4) | | • • • • | | | | | |
| | Method | l of asse | essment | | en examination (app uage of assessment: | rox. 120 minutes) German and/or Engl | ish | | | | |
| o6-MK-DA- | Media | content | analysis | & obs | ervation | | | | | | |
| TE1-212-m01 | ECTS | 5 | Duratio | | 1 semester | Method of grading | (not) successfully completed | Modul level | undergraduate | | |
| | Courses | S | | S (2) | + T (2) | | | | | | |
| | Method of assessment | | portfo Langu | portfolio (approx. 20 pages) Language of assessment: German and/or English | | | | | | | |
| o6-MK-DA- | Experin | nents & | surveys | | | | | | | | |
| TE2-212-m01 | ECTS 5 Duratio | | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | s | | S (2) | S (2) | | | | | | |
| | Method of assessment | | | b) ora Langı | 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-DA- | Data ar | nalysis | | | | | | | | | |
| TA-212-m01 | ECTS | 5 | Duratio | | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Courses | S | | S (2) | | | | | | | |
| | Methoo | l 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 | | | | | | | |
| 06-MK-Gr1-212- | Basics | 1: Introd | luction to | o psycl | o psychology | | | | | | |
| m01 | ECTS | 5 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | s | | V (2) | | | | | | | |
| | Methoo | l 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 | | | | | | | |
| | Additio | nal Info | rmation | Qualification goal: scientific competences | | | | | | | |

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| 06-MK-Gr2-212- | Basics | Basics 2: Basics of mass media in Germany | | | | | | | | | | | |
|---------------------------|-----------|---|------------|---|--|--|-------------|---------------|--|--|--|--|--|
| m01 | ECTS | 5 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Course | 5 | -3 | V (2) | • | | | | | | | | |
| | Methoo | l of ass | essment | a) wri | a) written examination (approx. 50 minutes) or | | | | | | | | |
| | | | | b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English | | | | | | | | | |
| | Decise | - Codi | | | <u> </u> | it: German and/or English | | | | | | | |
| 06-MK-Gr3-212- m01 | | | - | | nizational psychology | | | | | | | | |
| | | 5 | Duratio | | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Course | | | V (2) | | (annual an minutae) an | | | | | | | |
| | Method | l of asso | essment | | | (approx. 50 minutes) or one candidate each (approx. 20 minutes) |) | | | | | | |
| | | | | | | nt: German and/or English |) | | | | | | |
| 06-MK-IUK-212- | Interna | l corpoi | rate comr | nunica | tion | | | | | | | | |
| m01 | ECTS | 5 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Course | 5 | <u>.</u> | S (2) | + T (2) | · · | | | | | | | |
| | Methoo | l of ass | essment | | | (approx. 50 minutes) or | | | | | | | |
| | | | | | | roups (approx. 40 minutes) or | | | | | | | |
| | | | | | tfolio (approx. 15 | pages) nt: German and/or English | | | | | | | |
| 06-MK-PRAX-212- | Project | · media | practice | Lange | | | | | | | | | |
| m01 | <u> </u> | 10 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Course | | Bulution | S (4) | 1 Semester | method of gluding humeneut glude | modulievel | undergraduate | | | | | |
| | | | essment | portfolio (approx. 30 pages) | | | | | | | | | |
| | | | | Language of assessment: German and/or English | | | | | | | | | |
| Compulsory Electiv | ves (30 E | CTS cre | dits) | | | | | | | | | | |
| Compulsory Electiv | ves 1: Ad | ministra | ation in m | iedia c | ontexts (10 ECTS o | credits) | | | | | | | |
| 06-MK- | Resear | ch in ps | ychology | of mo | bile and online co | mmunication 1 | | | | | | | |
| WpOMK1-212-mo1 | ECTS | 5 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | | | |
| | Course | 5 | | S (2) | • | | ÷ | | | | | | |
| | Method | l of ass | essment | | | (approx. 50 minutes) or | | | | | | | |
| | | | | | | one candidate each (20 minutes) or | | | | | | | |
| | | | | | m paper (approx. 1 rtfolio (approx. 15 | | | | | | | | |
| | | | | | ort (approx. 10 pa | | | | | | | | |
| | | | | | | nt: German and/or English | | | | | | | |

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| 06-MK- | Resea | arch in psychology of mobile and online communication 2 | | | | | | | | | |
|----------------|---------|---|---|---|---|------------------------|-----------------|-------------|---------------|--|--|
| WpOMK2-212-mo1 | ECTS | 5 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | es | <u>7</u> . | S (2) | 5 (2) | | | | | | |
| | Metho | d of ass | sessment | | a) written examination (approx. 50 minutes) or | | | | | | |
| | | | | | | one candidate each (20 | o 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- | Resea | rch in m | edia psyc | _ | | | | | | | |
| WpMP1-212-mo1 | ECTS | 5 | Duration | | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Courses | | | S (2) | | | | | | | |
| | Metho | d of ass | sessment | a) wri | tten examination | (approx. 50 minutes) c | r | | | | |
| | | | | | | one candidate each (20 | | | | | |
| | | | | | m paper (approx. 1 | | | | | | |
| | | | | | d) portfolio (approx. 15 pages) or | | | | | | |
| | | | | | e) report (approx. 10 pages) Language of assessment: German and/or English | | | | | | |
| 06-MK- | Posoa | rch in m | iedia psyc | - | | | (1511 | | | | |
| WpMP2-212-mo1 | ECTS | 5 | Duratio | | | | | | | | |
| | Course | - | Duration | S (2) | 1 Semester | | | Modul level | | | |
| | | | | | | | | | | | |
| | Metho | d of ass | sessment | a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (20 minutes) or | | | | | | | |
| | | | | c) term paper (approx. 10 pages) or | | | | | | | |
| | | | | | rtfolio (approx. 15 | | | | | | |
| | | | | | ort (approx. 10 pa | | | | | | |
| | | | | | Language of assessment: German and/or English | | | | | | |
| 06-MK- | Resea | rch in m | edia and l | busine | ss communicatior | 11 | | | | | |
| WpMWK1-212-mo1 | ECTS | 5 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | es | | S (2) | S (2) | | | | | | |
| | Metho | d of ass | sessment | | | (approx. 50 minutes) c | | | | | |
| | | | b) oral examination of one candidate each (20 minutes) or | | | | | | | | |
| | | | | c) term paper (approx. 10 pages) or | | | | | | | |
| | | | | | rtfolio (approx. 15 | | | | | | |
| | | | | | oort (approx. 10 pa | | lich | | | | |
| | | | | Langi | uage of assessmer | nt: German and/or Eng | lish | | | | |

| 06-MK- | Resea | rch in m | edia and l | edia and business communication 2 | | | | | | | |
|-----------------|---------|----------|------------|--|---|------------------------|-----------------|-------------|-------------------|--|--|
| WpMWK2-212-m01 | ECTS | 5 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | es | | S (2) | 5 (2) | | | | | | |
| | Metho | d of ass | sessment | | a) written examination (approx. 50 minutes) or | | | | | | |
| | | | | | | ne candidate each (2 | o 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-WpAF-212- | Conte | mporary | research | _ | dia communication | | | | | | |
| mo1 | ECTS | 5 | Duratio | - | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Courses | | | S (2) | | | | | | | |
| | Metho | d of ass | sessment | a) wri | tten examination (| (approx. 50 minutes) o | or | | | | |
| | | | | | | ne candidate each (2 | | | | | |
| | | | | | m paper (approx. 1 | | | | | | |
| | | | | | d) portfolio (approx. 15 pages) or | | | | | | |
| | | | | | e) report (approx. 10 pages) Language of assessment: German and/or English | | | | | | |
| 06-MK-WpBW-212- | Dusin | | inistratio | | - | | 11511 | | | | |
| mo1 | | | | | 1 | | | | Lundenning durche | | |
| | ECTS | 5 | Duration | - | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | | | S (2) | | | | | | | |
| | Metho | d of ass | sessment | a) written examination (approx. 50 minutes) or | | | | | | | |
| | | | | b) oral examination of one candidate each (20 minutes) or c) term paper (approx. 10 pages) or | | | | | | | |
| | | | | | rtfolio (approx. 15 | | | | | | |
| | | | | | ort (approx. 10 pa | | | | | | |
| | | | | | Language of assessment: German and/or English | | | | | | |
| 06-MK- | Theor | es of m | edia comn | nunica | tion | | | | | | |
| WpTMK-212-mo1 | ECTS | 5 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Course | es | | S (2) | | | | | | | |
| | Metho | d of ass | sessment | | | (approx. 50 minutes) o | | | | | |
| | | | | b) oral examination of one candidate each (20 minutes) or | | | | | | | |
| | | | | c) term paper (approx. 10 pages) or | | | | | | | |
| | | | | d) portfolio (approx. 15 pages) or | | | | | | | |
| | | | | | | | lich | | | | |
| | | | | e) report (approx. 10 pages) Language of assessment: German and/or English | | | | | | | |

| 06-MK-WpPM-212- | - Production of media | | | | | | | | | |
|-----------------------------|--|-------------|---|--|-----------------------------------|---------------|---------------|--|--|--|
| m01 | ECTS 5 Duration | | n | 1 semester Method of grading numerical grade Modul level undergraduate | | | undergraduate | | | |
| | Courses | | S (2) | S (2) | | | | | | |
| | Method of as | sessment | a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (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 | ompulsory Electives 2: Research Projects (20 ECTS credits) | | | | | | | | | |
| o6-MK- | Research pro | jects in me | edia ps | dia psychology 1 | | | | | | |
| VertMP1-212-mo1 | ECTS 10 | Duratio | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | |
| | Courses | | R (3) | - | | ī | | | | |
| | Method of as | sessment | 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 | | | | | | | |
| 06-MK- | Research pro | ject in me | dia and business communication 1 | | | | | | | |
| VertKW1-212-m01 | ECTS 10 Duratio | | n | 1 semester | Method of grading numerical grade | Modul level | undergraduate | | | |
| | Courses | | R (3) | R (3) | | | | | | |
| | Method of as | sessment | 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 | | | | | | | |
| 10-MK-MI- Vert1-212-m01 | Research pro | ject in me | dia info | lia informatics 1 | | | | | | |
| | ECTS 10 | Duratio | | | | Modul level | undergraduate | | | |
| | Courses | | R (3) | | | | | | | |
| | Method of as | sessment | b) oral examination of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) or d) portfolio (approx. 15 pages) Language of assessment: German and/or English | | | | | | | |
| o6-MK-Ver- tOMK1-212-mo1 | Research pro | ject in psy | chology of online and mobile communication 1 | | | | | | | |
| | ECTS 10 Duratio | | | | Modul level | undergraduate | | | | |
| | Courses | | R (3) | | | | | | | |
| | Method of as | sessment | 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 | | | | | | | |

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| o6-MK- | Research project in media psychology 2 | | | | | | | | | | | | |
|------------------|---|--|------------|---|------------|-------------------|-----------------|---------------|---------------|--|--|--|--|
| VertMP2-212-m01 | ECTS 10 Duration | | | on 1 semester Method of grading numerical grade Moc | | | Modul level | undergraduate | | | | | |
| | Cours | es | • | R (3) | | | | | | | | | |
| | Metho | od of ass | essment | | | | | | | | | | |
| o6-MK- | Resea | Research project in media and business communication 2 | | | | | | | | | | | |
| VertKW2-212-m01 | ECTS | 10 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | | | |
| | Cours | es | , | R (3) | | | | | · · | | | | |
| | Method of assessment | | | 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 | | | | | | | | | |
| 10-MK-MI- | | rch proj | ect in med | dia informatics 2 | | | | | | | | | |
| Vert2-212-m01 | ECTS | 10 | Duratio | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | | | |
| | Courses | | | R (3) | | | | | | | | | |
| | Metho | od of ass | essment | a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) or d) portfolio (approx. 15 pages) Language of assessment: German and/or English | | | | | | | | | |
| o6-MK-Ver- | Research project in psychology of online and mobile communication 2 | | | | | | | | | | | | |
| tOMK2-212-m01 | ECTS 10 Duration | | | n | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | | | |
| | Cours | es | | R (3) | | | | | | | | | |
| | Metho | od of ass | essment | 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 | | | | | | | | | |
| 06-MK-F0-212-m01 | Resea | rch proj | ect in med | dia communication | | | | | | | | | |
| | ECTS | 10 | Duratio | n | 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 credits) | | | | | | | | | | |
|---|--|-------------------------|---|---|------------------------|--------------------------------|-------------------------|---------------------------------------|--|--|
| General Key Skills | (5 ECTS credits) | | | | | | | | | |
| General Key Skills In addition to the m | (subject-specifi nodules listed b | c) elow, stud | dents r | nay also take modu | lles offered by JMU as | part of the pool of general t | ransferable skills | (ASQ). | | |
| 06-MK-Tut-152- | Work experience as teaching assistant | | | | | | | | | |
| m01 | ECTS 5 Duration | | | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Courses | | P (o) | | | | | | | |
| | Method of ass | essment | 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- | Internship | | | | | | | | | |
| m01 | ECTS 10 Duratio | | | 1 semester | Method of grading | (not) successfully complete | ed Modul level | undergraduate | | |
| | Courses | | P (o) | | | | | | | |
| | Method of ass | essment | report (approx. 8 pages) Language of assessment: German and/or English | | | | | | | |
| | Additional Information Additional information on module duration: 8 weeks. | | | | | | | | | |
| 06-MK-PROB-212- m01 | Experimental of | credit | | | | | | | | |
| | ECTS 1 | Duration | | 2 semester | Method of grading | (not) successfully complete | ed Modul level | undergraduate | | |
| | | | | | | | | | | |
| | Method of ass | essment | Acting as a participant in studies (30 hours), with the hours being divided between the work areas of the institute. Language of assessment: German and/or English | | | | | | | |
| 06-MK-WA-212- | Scientific methods & research | | | | | | | | | |
| m01 | ECTS 4 | Duration | | 1 semester | Method of grading | (not) successfully complete | ed Modul level | undergraduate | | |
| | Courses | | S (2) - | | | | | | | |
| | b) c) d) e) La | | | a) written examination (approx. 40 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) oral examination in groups (approx. 40 minutes) or d) presentation (15 to 30 minutes) with related term paper (approx. 10 pages) or e) term paper (approx. 15 pages) Language of assessment: German and/or English | | | | | | |
| Thesis (10 ECTS cre | dits) | | | | | | | | | |
| 06-MKBT-162-m01 Bachelor Thesis Media Communication | | | | | | | | | | |
| | ECTS 10 | Duration | า | 1 semester | Method of grading | numerical grade | Modul level | undergraduate | | |
| | Courses | | No courses assigned to module | | | | | | | |
| | Method of ass | essment | Langu | Bachelor's thesis (approx. 40 pages) Language of assessment: German or English | | | | | | |
| | Additional Info | ormation | Time | Time to complete: 10 weeks. | | | | | | |
| Bachelor's with 1 major M | Media Communication | (2021) | | | | JMU Würzburg • generated 02-Au | 10-2025 • exam reg data | record 82 f26 - - H 2021 page 11 / 11 | | |