

## 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: **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)):

**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	<b>Module title</b>						
	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 (120 ECTS credits)								
o6-MK-OMK1-212-m01	Psychology of online and mobile communication 1							
	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-OMK2-212-m01	Psychology of online and mobile communication 2							
	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-MKW1-212-m01	Mass media processes and effects							
	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-MKW2-212-m01	Advertising and public relations							
	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						
10-MK-Dig-Med1-212-m01	Digital media 1							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	V (2) + Ü (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						
	Additional Information	Instead of an exercise, a tutorial with 2 SWS can be offered.						
	Referred to in LPO I	§ 22 II Nr. 3 b)						

10-MK-Dig-Med2-212-mo1	<b>Digital media 2</b>							
	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) Language of assessment: German and/or English creditable for bonus					
	Referred to in LPO I		§ 22 II Nr. 3 b)					
o6-MK-Med-Prod-212-mo1	<b>Analysis, design &amp; creation of media</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		S (2)					
	Method of assessment		a) oral examination of one candidate each (approx. 20 minutes) or b) oral examination in groups (approx. 40 minutes) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus					
o6-MK-Me-dAnw-212-mo1	<b>Media communication in applied contexts</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) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English					
o6-MK-Med-Psy1-212-mo1	<b>Psychology of classic media</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) or c) oral examination in groups (approx. 40 minutes) Language of assessment: German and/or English					
	Additional Information		Qualification goal: scientific competences					
o6-MK-Med-Psy2-212-mo1	<b>Moving picture communication</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) or c) oral examination in groups (approx. 40 minutes) Language of assessment: German and/or English					
	Additional Information		Qualification goal: scientific competences					

o6-MK-PSY- STAT1-162-m01	<b>Statistics 1</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-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- TE1-212-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					
o6-MK-DA- TE2-212-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 creditable for bonus					
o6-MK-DA- TA-212-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 creditable for bonus					
o6-MK-Gr1-212- m01	<b>Basics 1: Introduction to psychology</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					
	Additional Information		Qualification goal: scientific competences					

o6-MK-Gr2-212-mo1	<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-Gr3-212-mo1	<b>Basics 3: Social and organizational psychology</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-IUK-212-mo1	<b>Internal corporate communication</b>							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses	S (2) + T (2)						
	Method of assessment	a) written examination (approx. 50 minutes) or b) oral examination in groups (approx. 40 minutes) or c) portfolio (approx. 15 pages) Language of assessment: German and/or English						
o6-MK-PRAX-212-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 (30 ECTS credits)								
Compulsory Electives 1: Administration in media contexts (10 ECTS credits)								
o6-MK-WpOMK1-212-mo1	<b>Research in psychology of mobile and online communication 1</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 (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- WpOMK2-212-mo1	<b>Research in psychology of mobile and online communication 2</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 (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- WpMP1-212-mo1	<b>Research in media psychology 1</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 (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- WpMP2-212-mo1	<b>Research in media psychology 2</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 (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- WpMWK1-212-mo1	<b>Research in media and business communication 1</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 (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-WpMWK2-212-m01	Research in media and business communication 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 (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-WpAF-212-m01	Contemporary research in media communication							
	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 (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-WpBW-212-m01	Business administration in media contexts							
	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 (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-WpTMK-212-m01	Theories of media communication							
	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 (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-WpPM-212-mo1	Production of media							
	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 (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 Electives 2: Research Projects (20 ECTS credits)								
o6-MK-VertMP1-212-mo1	Research projects in media psychology 1							
	ECTS	10	Duration	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 of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-VertKW1-212-mo1	Research project in media and business communication 1							
	ECTS	10	Duration	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 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-mo1	Research project in media informatics 1							
	ECTS	10	Duration	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 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 project in psychology of online and mobile communication 1							
	ECTS	10	Duration	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 of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					

o6-MK-VertMP2-212-mo1	<b>Research project in media psychology 2</b>							
	ECTS	10	Duration	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 of one candidate each (approx. 20 minutes) or c) report (approx. 15 pages) Language of assessment: German and/or English					
o6-MK-VertKW2-212-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		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-Vert2-212-mo1	<b>Research project in media informatics 2</b>							
	ECTS	10	Duration	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 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-tOMK2-212-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		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					
o6-MK-Fo-212-mo1	<b>Research project in media communication</b>							
	ECTS	10	Duration	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 (subject-specific)								
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).								
o6-MK-Tut-152-m01	Work experience as teaching assistant							
	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-212-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), with the hours being divided between the work areas of the institute. Language of assessment: German and/or English					
o6-MK-WA-212-m01	Scientific methods & research							
	ECTS	4	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	undergraduate
	Courses		S (2) + T (2)					
	Method of assessment		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 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.					