



## **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: <b>E</b> = field trip, <b>K</b> = colloquium, <b>O</b> = conversatorium, <b>P</b> = placement/lab course, <b>R</b> = electure	project, <b>S</b> = seminar, <b>T</b> = tutorial, <b>Ü</b> = exercise, <b>V</b>						
	Term: <b>SS</b> = summer semester, <b>WS</b> = winter semester							
	Methods of grading: <b>NUM</b> = numerical grade, <b>B/NB</b> = (not) successfully completed							
Regulations: <b>(L)ASPO</b> = general academic and examination regulations (for teaching-degree programmes), <b>FSB</b> = subject-specific pr = list of modules								
	Other: <b>A</b> = thesis, <b>LV</b> = course(s), <b>PL</b> = assessment(s), <b>TN</b> = participants, <b>VL</b> = 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									
<b>Compulsory Electiv</b>	ves (30 E	CTS cre	dits)										
<b>Compulsory Electiv</b>	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							
<b>Compulsory Electiv</b>	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	<ul> <li>b) oral examination of one candidate each (approx. 20 minutes) or</li> <li>c) report (approx. 15 pages) or</li> <li>d) portfolio (approx. 15 pages)</li> <li>Language of assessment: German and/or English</li> </ul>							
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	<b>(subject-specifi</b> nodules listed b	<b>c)</b> 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.						
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