

Bachelor-Studienprogramm Angewandte Medienwirtschaft

Studienrichtung TV-Producer / -Journalist

| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Fachgeschichte und Fachtheorie</th></tr> <tr><td>Einführung in das wissenschaftliche Arbeiten</td><td>1S/Ü 1Tut</td></tr> <tr><td>Methoden und Techniken der Disziplin</td><td>2V</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Fachgeschichte und Fachtheorie | | Einführung in das wissenschaftliche Arbeiten | 1S/Ü 1Tut | Methoden und Techniken der Disziplin | 2V | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Medienbetriebswirtschaft</th></tr> <tr><td>Wirtschaftsrecht</td><td>2V</td></tr> <tr><td>Medienbetriebswirtschaft/ Medienmarketing</td><td>2V 2S/Ü</td></tr> <tr><td>Key-Studies/ Tutorium</td><td>1Tut</td></tr> <tr><td>Produktionsplanung</td><td>1V 1S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 10</td></tr> </table> | Medienbetriebswirtschaft | | Wirtschaftsrecht | 2V | Medienbetriebswirtschaft/ Medienmarketing | 2V 2S/Ü | Key-Studies/ Tutorium | 1Tut | Produktionsplanung | 1V 1S/Ü | Credits: 10 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Wahlpflicht Medienproduktionssysteme (3 aus 5)</th></tr> <tr><td>Videotechnik</td><td>3S/Ü</td></tr> <tr><td>Audiotchnik</td><td>3S/Ü</td></tr> <tr><td>Technik der Printmedien</td><td>3S/Ü</td></tr> <tr><td>Veranstaltungstechnik/ Bühne</td><td>3S/Ü</td></tr> <tr><td>Technik der interaktiven Medien</td><td>3S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 15</td></tr> </table> | Wahlpflicht Medienproduktionssysteme (3 aus 5) | | Videotechnik | 3S/Ü | Audiotchnik | 3S/Ü | Technik der Printmedien | 3S/Ü | Veranstaltungstechnik/ Bühne | 3S/Ü | Technik der interaktiven Medien | 3S/Ü | Credits: 15 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Cross Media</th></tr> <tr><td>Projektentwicklung</td><td>2S/Ü</td></tr> <tr><td>Produktion/ Realisation</td><td>4S/Ü</td></tr> <tr><td>Distribution/ Implementierung</td><td>2S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 10</td></tr> </table> | Cross Media | | Projektentwicklung | 2S/Ü | Produktion/ Realisation | 4S/Ü | Distribution/ Implementierung | 2S/Ü | Credits: 10 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Wahlpflicht Internationale Mediensprachen (1 aus 5)</th></tr> <tr><td>Mediensprache Film</td><td>4S/Ü</td></tr> <tr><td>Mediensprache Fernsehen</td><td>4S/Ü</td></tr> <tr><td>Mediensprache PR/ Journalistik</td><td>4S/Ü</td></tr> <tr><td>Mediensprache Sport/ Event</td><td>4S/Ü</td></tr> <tr><td>Mediensprache Bühne/ Musik</td><td>4S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Wahlpflicht Internationale Mediensprachen (1 aus 5) | | Mediensprache Film | 4S/Ü | Mediensprache Fernsehen | 4S/Ü | Mediensprache PR/ Journalistik | 4S/Ü | Mediensprache Sport/ Event | 4S/Ü | Mediensprache Bühne/ Musik | 4S/Ü | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Lehrprojekt Medienunternehmen</th></tr> <tr><td>Praxismodul (12 Wochen)</td><td></td></tr> <tr><td>Modulcoaching</td><td>1 S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 15</td></tr> </table> | Lehrprojekt Medienunternehmen | | Praxismodul (12 Wochen) | | Modulcoaching | 1 S/Ü | Credits: 15 | |
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| Fachgeschichte und Fachtheorie | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Einführung in das wissenschaftliche Arbeiten | 1S/Ü 1Tut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Methoden und Techniken der Disziplin | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienbetriebswirtschaft | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wirtschaftsrecht | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienbetriebswirtschaft/ Medienmarketing | 2V 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key-Studies/ Tutorium | 1Tut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Produktionsplanung | 1V 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wahlpflicht Medienproduktionssysteme (3 aus 5) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Videotechnik | 3S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Audiotchnik | 3S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Technik der Printmedien | 3S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Veranstaltungstechnik/ Bühne | 3S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Technik der interaktiven Medien | 3S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cross Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Projektentwicklung | 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Produktion/ Realisation | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Distribution/ Implementierung | 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wahlpflicht Internationale Mediensprachen (1 aus 5) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mediensprache Film | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mediensprache Fernsehen | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mediensprache PR/ Journalistik | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mediensprache Sport/ Event | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mediensprache Bühne/ Musik | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lehrprojekt Medienunternehmen | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Praxismodul (12 Wochen) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Modulcoaching | 1 S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Internationale Medien- und Kultursysteme | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rechtsordnung | 1V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienrecht (Urheberrecht) | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wahlpflicht Arbeitstechniken (1 aus 2) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Projektmanagement: | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Agenturen und Kampagnen/ Projektmanagement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Schreiben und Texten: | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TV-journalistische Arbeitstechniken/ Texten für TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wahlpflicht Medienpraxis I (1 aus 10) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis I: Hörfunk | Medienpraxis I: PR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis I: Online | Medienpraxis I: Musik | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis I: Fernsehen | Medienpraxis I: Print | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis I: Event | Medienpraxis I: Sport | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis I: Film | Medienpraxis I: Theater | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| jeweils 2S/Ü 2Tut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wissenschaft und Beruf | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kommunikationswissenschaft | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mediengeschichte | 1V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Existenzgründung incl. Kolloquium | 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Existenzgründung | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Bachelorprojekt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelorarbeit | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tutorium für Examenkandidaten | 1Tut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bachelorkolloquium | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Betriebswirtschaft</th></tr> <tr><td>Grundlagen Betriebswirtschaftslehre</td><td>2V</td></tr> <tr><td>Buchführung/ Bilanzierung</td><td>2V</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Betriebswirtschaft | | Grundlagen Betriebswirtschaftslehre | 2V | Buchführung/ Bilanzierung | 2V | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Kommunikationspolitik</th></tr> <tr><td>Konzeptionen</td><td>1V 1S/Ü</td></tr> <tr><td>Kommunikationsinstrumente</td><td>1S/Ü</td></tr> <tr><td>Integrierte Kommunikation</td><td>1S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Kommunikationspolitik | | Konzeptionen | 1V 1S/Ü | Kommunikationsinstrumente | 1S/Ü | Integrierte Kommunikation | 1S/Ü | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Wahlpflicht Medienpraxis II (1 aus 10)</th></tr> <tr><td>Medienpraxis II: Hörfunk</td><td>Medienpraxis II: PR</td></tr> <tr><td>Medienpraxis II: Online</td><td>Medienpraxis II: Musik</td></tr> <tr><td>Medienpraxis II: Fernsehen</td><td>Medienpraxis II: Fernsehen</td></tr> <tr><td>Medienpraxis II: Event</td><td>Medienpraxis II: Sport</td></tr> <tr><td>Medienpraxis II: Film</td><td>Medienpraxis II: Theater</td></tr> <tr><td colspan="2">jeweils 2S/Ü 2Tut</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Wahlpflicht Medienpraxis II (1 aus 10) | | Medienpraxis II: Hörfunk | Medienpraxis II: PR | Medienpraxis II: Online | Medienpraxis II: Musik | Medienpraxis II: Fernsehen | Medienpraxis II: Fernsehen | Medienpraxis II: Event | Medienpraxis II: Sport | Medienpraxis II: Film | Medienpraxis II: Theater | jeweils 2S/Ü 2Tut | | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Visuelle Kommunikation</th></tr> <tr><td>Einführung visuelle Kommunikation</td><td>2V</td></tr> <tr><td>Bildaufbau/ Bildgestaltung</td><td>2S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Visuelle Kommunikation | | Einführung visuelle Kommunikation | 2V | Bildaufbau/ Bildgestaltung | 2S/Ü | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Postproduction</th></tr> <tr><td>Postproduction I</td><td>2V</td></tr> <tr><td>Postproduction II</td><td>4S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Postproduction | | Postproduction I | 2V | Postproduction II | 4S/Ü | Credits: 5 | | | | | | | | | | | | | | | | | | |
| Betriebswirtschaft | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grundlagen Betriebswirtschaftslehre | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Buchführung/ Bilanzierung | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Konzeptionen | 1V 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Integrierte Kommunikation | 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Wahlpflicht Medienpraxis II (1 aus 10) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis II: Hörfunk | Medienpraxis II: PR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis II: Online | Medienpraxis II: Musik | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis II: Fernsehen | Medienpraxis II: Fernsehen | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis II: Event | Medienpraxis II: Sport | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis II: Film | Medienpraxis II: Theater | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Visuelle Kommunikation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Einführung visuelle Kommunikation | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bildaufbau/ Bildgestaltung | 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Postproduction II | 4S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Medieninformatik</th></tr> <tr><td>PC-Technik</td><td>1S/Ü</td></tr> <tr><td>Webseitengestaltung und Standardsoftware</td><td>2S/Ü</td></tr> <tr><td>Netzwerke, Onlinesysteme</td><td>1V 1S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Medieninformatik | | PC-Technik | 1S/Ü | Webseitengestaltung und Standardsoftware | 2S/Ü | Netzwerke, Onlinesysteme | 1V 1S/Ü | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Human Resource Management</th></tr> <tr><td>Personalmanagement</td><td>1V 1S/Ü</td></tr> <tr><td>Arbeitsrecht</td><td>2V</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Human Resource Management | | Personalmanagement | 1V 1S/Ü | Arbeitsrecht | 2V | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Wahlpflicht Medienpraxis III (1 aus 10)</th></tr> <tr><td>Medienpraxis III: Hörfunk</td><td>Medienpraxis III: PR</td></tr> <tr><td>Medienpraxis III: Online</td><td>Medienpraxis III: Musik</td></tr> <tr><td>Medienpraxis III: Fernsehen</td><td>Medienpraxis III: Fernsehen</td></tr> <tr><td>Medienpraxis III: Event</td><td>Medienpraxis III: Sport</td></tr> <tr><td>Medienpraxis III: Film</td><td>Medienpraxis III: Theater</td></tr> <tr><td colspan="2">jeweils 2S/Ü 2Tut</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Wahlpflicht Medienpraxis III (1 aus 10) | | Medienpraxis III: Hörfunk | Medienpraxis III: PR | Medienpraxis III: Online | Medienpraxis III: Musik | Medienpraxis III: Fernsehen | Medienpraxis III: Fernsehen | Medienpraxis III: Event | Medienpraxis III: Sport | Medienpraxis III: Film | Medienpraxis III: Theater | jeweils 2S/Ü 2Tut | | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Recording</th></tr> <tr><td>Recording I</td><td>2V 2S/Ü</td></tr> <tr><td>Recording II</td><td>2V 2S/Ü</td></tr> <tr><td>Recording III</td><td>3V 2S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 15</td></tr> </table> | Recording | | Recording I | 2V 2S/Ü | Recording II | 2V 2S/Ü | Recording III | 3V 2S/Ü | Credits: 15 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Distribution</th></tr> <tr><td>Distribution I</td><td>2V</td></tr> <tr><td>Distribution II</td><td>2S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Distribution | | Distribution I | 2V | Distribution II | 2S/Ü | Credits: 5 | | | | | | | | | | | | | | | | |
| Medieninformatik | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PC-Technik | 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Webseitengestaltung und Standardsoftware | 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Netzwerke, Onlinesysteme | 1V 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Human Resource Management | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Personalmanagement | 1V 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Arbeitsrecht | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Wahlpflicht Medienpraxis III (1 aus 10) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis III: Hörfunk | Medienpraxis III: PR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis III: Online | Medienpraxis III: Musik | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis III: Fernsehen | Medienpraxis III: Fernsehen | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis III: Event | Medienpraxis III: Sport | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medienpraxis III: Film | Medienpraxis III: Theater | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| jeweils 2S/Ü 2Tut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Recording I | 2V 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recording II | 2V 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recording III | 3V 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Distribution II | 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Journalistische Grundlagen</th></tr> <tr><td>Journalistische Darstellungsformen</td><td>1V 1S/Ü</td></tr> <tr><td>Recherche</td><td>1V</td></tr> <tr><td>Journalistische Arbeitstechniken</td><td>1S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Journalistische Grundlagen | | Journalistische Darstellungsformen | 1V 1S/Ü | Recherche | 1V | Journalistische Arbeitstechniken | 1S/Ü | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Kommunikation und Gestaltung</th></tr> <tr><td>Moderation und Präsentation</td><td>2P</td></tr> <tr><td>Grafik und Design</td><td>2S/Ü 1P</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Kommunikation und Gestaltung | | Moderation und Präsentation | 2P | Grafik und Design | 2S/Ü 1P | Credits: 5 | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Producing</th></tr> <tr><td>Producing I</td><td>2V 2S/Ü</td></tr> <tr><td>Producing II</td><td>2V 2S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 10</td></tr> </table> | Producing | | Producing I | 2V 2S/Ü | Producing II | 2V 2S/Ü | Credits: 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Journalistische Arbeitstechniken | 1S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Moderation und Präsentation | 2P | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grafik und Design | 2S/Ü 1P | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Producing I | 2V 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Producing II | 2V 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><th colspan="2">Angewandte Kommunikationsforschung</th></tr> <tr><td>Einführung in die angewandte Kommunikationsforschung</td><td>1V</td></tr> <tr><td>Statistik und Datenanalyse</td><td>2V</td></tr> <tr><td>Publikumsforschung</td><td>2S/Ü</td></tr> <tr><td colspan="2" style="text-align: right;">Credits: 5</td></tr> </table> | Angewandte Kommunikationsforschung | | Einführung in die angewandte Kommunikationsforschung | 1V | Statistik und Datenanalyse | 2V | Publikumsforschung | 2S/Ü | Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Angewandte Kommunikationsforschung | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Einführung in die angewandte Kommunikationsforschung | 1V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Statistik und Datenanalyse | 2V | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Publikumsforschung | 2S/Ü | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 30 | Credits: 30 | Credits: 30 | Credits: 30 | Credits: 30 | Credits: 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits gesamt 180 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Die Übersicht stellt nicht den verbindlichen Studienablauf dar. Individuelle Gestaltungsmöglichkeiten sind entsprechend den Vorgaben des Modulhandbuchs möglich. Die Standardgröße der Module beträgt 5 Credits bzw. ein Vielfaches davon. Ein Credit beschreibt Pro Semester wird die Belegung von Modulen mit einem Gesamtworkload von 30 bis 35 Credits empfohlen.