Study regulations of the
FH Bachelor Degree

Marketing & Communication Management

To obtain the academic degree

Bachelor of Arts in Business,
abbreviated B.A.

as an appendix to the statutes of the FH Kufstein Tirol

Organizational form: Full-time and part-time
Duration: 6 Semesters
Scope: 180 ECTS
Places for beginners per academic year: 33 full-time
27 part-time

Version 1
Decided by the FH Faculty Council on October 09, 2019

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With the amendment to the University Act 2020, the so-called "University of Applied Sciences Studies Act (FHStG)" has been renamed "University of Applied Sciences Act (FHG)". Accordingly, a necessary editorial adjustment was made in this document on January 13th, 2021 and the name FHStG was replaced by FHG.

1 JOB PROFILES

1.1 Occupational fields

Graduates of the Marketing & Communication Management course have a wide range of career opportunities. The division into sectors is made more difficult by the profitable fact that the fields of marketing, advertising, communication and public relations are necessary and useful for all institutions and companies of different **economic sectors**, especially in the service sector, due to the socio-technological change towards a technology-supported media society. The core sectors to be mentioned here are:

- Media economy, advertising and market communication
- Market research and consulting
- Creative industries
- Leisure, cultural and sports facilities
- Tourism and hospitality
- Trade & service industry
- Education, higher education sector
- Information and communications technology
- Industry and manufacturing trade
- Agency work, e.g. online marketing

In addition to these industries, the job market offers numerous other opportunities for graduates of the Bachelor degree program in Marketing & Communication Management.
Since SMEs are increasingly employing in-house marketing or communications departments and are looking for graduates with skills in this field combined with project and team-leading experience, Bachelor graduates also have numerous opportunities in the western part of Austria, which has a smaller structure from an economic point of view. The growing importance of internal and external corporate communication in classical, as well as in digital media for all industries, means that trained marketers can be employed in various **institutions and company types** at the end of their studies: Large companies - such as production companies such as Daimler Chrysler, service companies such as Google, retail companies such as H&M - as well as regional SMEs, NGOs, agencies and interest groups are looking for qualified graduates.
The Bachelor course Marketing & Communication Management enables graduates to work in **following positions** and functions:

- Marketing Manager
- Communications Manager
- Brand Manager
- Agency Manager
- Marketing & Communication Consultant
- PR Manager
- Researcher
- Content Manager
- Social Media Manager
- Independent entrepreneurial activity
- Media planner

The interdisciplinary and wide-ranging management training enables graduates to take on **tasks** in all **areas of classical and digital marketing**. This includes strategy development, operationalization, content creation, budgeting, campaign planning, media production and planning as well as controlling including performance measurement of all marketing activities. Graduates can also be employed in the field of internal and external corporate communications as well as in the planning and implementation of press work on the basis of their skills and knowledge. In addition, graduates can take over media planning including the conception of cross-media campaigns, as well as tasks in the area of strategic management and marketing - such as target group analysis and segmentation - through their knowledge of market research instruments.

The competencies enable the graduates to also work in an advisory capacity - here the clients are supported in the creation of marketing and communication strategies and also accompanied in the final evaluation and control. Knowledge of media planning, cost estimates and media production can be put into practice in professional life.
In the following chapters, central job descriptions for graduates of the Marketing and Communication Management degree course are described and relevant fields of activity are presented.

Job profile: Marketing Manager

Marketing managers are specialists in target group-oriented product and brand communication. The marketing manager designs innovative strategies to market products and services optimally and to strengthen their own market position sustainably. In the sense of sales support, product communication includes the conception of sales-promoting campaigns. This requires a deep understanding of the product world, the target group(s) and the market. It is therefore essential that marketing managers analyze the market environment and are not only the recipients of instructions, but also have a say in product design and pricing. As sales-promoting measures, marketing also designs advertising media and focuses on measuring success and continuous optimization.

Skills required:

- Independent planning, implementation and control of marketing projects and events
- Planning and implementation of marketing strategies in print and online
- Operational implementation of classic and digital marketing campaigns
- Supervision of various media channels
- Active market observation
- Definition and tracking of Key Performance Indicators (KPIs)
- Coordination and cooperation with external partners and agencies
- Close cooperation with internal departments
- Have a broad knowledge of media and an enthusiasm for digital applications
- Strong customer orientation and strong communication skills

Job profile: Communications Manager

Successful communication is a prerequisite for ensuring corporate success and is one of the top success factors for the implementation of projects and campaigns. Therefore, communication management is a management task and is derived from the company's objectives. Communication managers regulate the communication channels, also in order to avoid disturbances and misunderstandings as far as possible. This includes the process of analysis, planning, implementation and evaluation of communication instruments. They design the appropriate elements and processes for professional communication, so that the planned activities in everyday operations can take place within an appropriate framework. They use specific instruments to collect, manage and monitor information. They coordinate internal communication, e.g. via employee magazines or online portals on the intranet. They create communication plans, organize meetings, project reports and reports. They regulate and control the type of communication between the company and its suppliers, customers, stakeholders and journalists. They design the annual reports and organize customer events (e.g. product presentations). They support the CEO Managing Director in public appearances. They also plan and implement PR and advertising campaigns, e.g. press releases, advertising letters and company weblogs.

Skills required:

- Development and implementation of suitable PR and communication strategies at national and international level
- Application of suitable communication systems and individual adjustment to the company goals
- Coordination of communication processes between internal and external corporate environments (departments, branches, customers, authorities)
- Research on the company's image Design of perception management for reputation
- Close cooperation with PR agencies and first contact person
- Close cooperation with the CEO Managing Director and the brand
- Budget planning and responsibility for PR programs
- Preparation and sharing of content
- Implementation of communication projects

Job profile: Brand Manager

In times of increasing homogeneity, the image of a company becomes more and more important and reflects the values of the company. Through targeted brand management, the image can be optimally aligned with the target group. A brand is the sum of all ideas that a customer has or should have and serves to distinguish a company or its products from its competitors. The brand manager, also referred to as the spokesperson of a company, is responsible for activities dealing with brand development and branding. The aim is to develop a brand with a high recognition value in the market. Brand management is successful if an emotional relationship is established between the customer and the company and if this relationship gains trust. In general, the brand manager has comprehensive responsibility for the brand: He/she is directly assigned to management and works closely with production and with the Marketing & Communication and Sales departments to develop new products, taking into account manufacturing constraints and implementing the sales strategy. As a brand specialist he/she determines the brand identity, which is based on visual elements, characteristics, values and associated emotions, in order to connect emotionally and mentally with the consumers. The successful brands are those that are able to fully satisfy consumer needs and become the preferred choice in the target market. The profession of Brand Manager is one of the consolidated functions in corporate marketing, especially for international groups with many brands and well-known brands in the areas of FMCG (fast-moving consumer goods), food & beverage, fashion and fashion, telephone services, consumer electronics, pharmaceuticals, cosmetics and many others.

Skills required:

- Strategic development of the brand
- Planning and support of branded products
- Optimal brand positioning
- Brand management and image shaping as well as the development of an unmistakable image
- Improvement of the company's brand image
- Development, analysis and optimization of advertising measures for external communication
- Cooperation with product management
- Evaluation and interpretation of statistics and surveys
- Quantitative and qualitative market analyses
- Further development of existing concepts
- Development of advertising concepts
- Product design
- Product marketing support

Job profile: Content Manager

The term Content Manager refers to a rather new job description. Content managers are responsible for the content on a website. The tasks of a content manager include the strategic planning and creation of digital content as well as the incorporation of content into a content management system (CMS). They are responsible for the editorial management of a website and are responsible for its content structure, topic preparation and text formats. For this purpose, aspects of technology and design are also included. When selecting the form of presentation of the corresponding subject areas, they take into account the target group to be addressed. Content managers are mainly employed by companies that offer products and services in information and communication technology, e.g. in the media industry (advertising and design agencies, PR agencies), by providers of multimedia services and Internet presentations or by Internet portal operators, as well as by publishers or larger companies, institutions, associations and organizations that design their Internet and Intranet pages themselves.

Skills required:

- Planning, development and implementation of a content strategy
- Planning and coordination of content
- Adding content to the CMS
- Monitoring and controlling of content
- Optimizing content
- Lead for the conception, planning and implementation of content marketing measures
- Coordination of the editorial team as well as expansion and maintenance of strategic content partnerships
- Marketing of editorial content
- Inspiration of the editorial team with important trends, topics and ideas of the HR Tech scene
- Evaluation of content activities and elaboration of recommendations for action to optimize content and channels
- Distinct know-how about SEO and social media

Job profile: Marketing & Communication Consultant

Marketing & communication consultants advise companies and organizations on the development of advertising and PR strategies, (media) planning and success control in terms of the efficient achievement of agreed marketing & communication goals. They usually work as one-person companies (EPU) with a network of partners or subcontractors from different industries. The main tasks are consulting and conception, in particular development of marketing and communication strategies, management of corporate identity and corporate design projects, brand consulting, promotion and sales promotion and support of innovation processes. In particular, marketing and communications consultants are responsible for idea generation and texts for digital and analog media of all kinds and advise companies/organizations. Furthermore, as a marketing & communications consultant, they are responsible for complex communication processes in external relations. In recent years, the field of PR and communication management has made a decisive impact; it has developed virtually symbiotically from various areas. Especially companies with extensive national or international connections and a large number of so-called stakeholders have to cope with complex communication processes. Without a marketing & communication consultant, almost nothing is possible anymore.

Skills required:

- Management of the corporate flood of information
- Optimization of communication bases and systems.

- Addressing the growing mass of CSR issues
- General handling of the digital revolution
- Preparation and transmission of company-specific information for publicity purposes
- Active advice on important corporate decisions
- Advice and operation of conflict management
- Advice on trends, technical innovations or measures to reduce bureaucracy
- Generation of target group-oriented communication
- Advice on the selection of appropriate tools for the strategic and targeted dissemination of information.
- Advice on corporate identity, marketing strategies and marketing measures

1.2 Qualification profile

The qualification goals and learning outcomes of the Bachelor's degree program Marketing and Communication Management correspond both to the academic and vocational requirements and to the *ISCED level 0414* International Standard Classification of Education). The contents conveyed qualify the graduates for the professional fields of activity mentioned in the previous chapters.

Relationship between professional fields of activity, tasks, key competences and modules of the MKM curriculum

Occupational field of activity	Task	Competence description	Competence allocation	Curriculum/modules
Marketing Manager	Independent planning, implementation and control of marketing projects and events	• Have organizational talent	Human Resources and Social Affairs	PRA, MGT, MTE
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Have excellent communication skills	Human Resources and Social Affairs	SKT, KMG, ANK
		• Are familiar with the tools necessary for success measurements and know how to use them	Professional-academic	MFO, MMT
	Strategic planning and implementation of marketing strategies in print and online	• Understand how to work out marketing goals to develop the right marketing strategy	Professional-academic	MGT, MGL, MMT, ANM,
		• Have graphic skills	Professional-academic	COC
		• Can confidently produce texts	Professional-academic	ANK, COC, PRA
		• Have a high affinity for technology and media	Professional-academic	MMT, ANM
		• Have a high level of digital knowledge such as web, e-commerce, campaigns and trends	Professional-academic	ANM, MMT, MEK

		• Have good time management skills	Human Resources and Social Affairs	SKT, PRA
	Operational implementation of classic and digital marketing campaigns	• Can use the right marketing instruments	Professional-academic	GLM, ANM, MMT
		• Have good time management	Human Resources and Social Affairs	SKT, PRA
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
	Supervision of various media channels	• Know the importance of the essential media channels	Professional-academic	MMT, ANM
		• Have knowledge of analog and digital media	Professional-academic	ANM, ANK, MMT, MEK
		• Have good communication skills	Human Resources and Social Affairs	SKT, ANK
		• Have good time management and coordination skills for implementing campaigns on different media channels	Professional-academic	SKT, PRA, ANK, MMT, ANM,
	Active market observation	• Can carry out and interpret market analyses	Professional-academic	MFO, ANM, MGT, PRA
		• Knowledge about methods of market research	Professional-academic	MFO, PRA, ANM
		• Analyzing of relevant sources and publications	Professional-academic	SKT, MFO
		• Can observe current market conditions and trends and use them for their own purposes	Professional-academic	MFO, PRA, MGT
	Definition and tracking of KPIs	• Can define and interpret key figures correctly	Professional-academic	MFO, ANM
		• Have a high level of time management	Human Resources and Social Affairs	SKT, PRA
		• Have excellent communication skills	Human Resources and Social Affairs	SKT, KMG, ANK
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Can work with a given budget	Professional-academic	WWI, MMT
		• Can formulate marketing strategies clearly and concisely	Professional-academic	MGL, MMT WWI

	Coordination and co-operation with external partners and agencies	• Have basic know-how about graphics and text	Professional-academic	COC
		• Have excellent communication skills	Human Resources and Social Affairs	SKT, KMG, ANK
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Have a high level of social skills	Human Resources and Social Affairs	SKT, MTE
		• Can work with a given budget	Professional-academic	WWI, MMT
	Close cooperation with internal departments	• Can formulate marketing strategies clearly and concisely	Professional-academic	MGL, MMT, ANM
		• Have excellent communication skills	Human Resources and Social Affairs	SKT, KMG, ANK
		• Have a high ability to work in a team and social skills	Human Resources and Social Affairs	SKT, MTE, PRA
	In-depth analysis of media and markets	• Have a high affinity for digital media	Professional-academic	ANK, MMT,
		• Understanding of the importance of online marketing in this day and age	Professional-academic	MMT
		• Observation and analysis of current market trends	Professional-academic	MFO, WWI, MMT
	Support of key accounts/ customer service	• Can observe current market conditions and trends and use them for their own purposes	Professional-academic	MFO, PRA, MGT
		• Can assess customers correctly.	Human Resources and Social Affairs	MGL, MMT, ANM
		• Have a high degree of customer orientation	Human Resources and Social Affairs	MGL, MMT, ANM
	Design of analog and digital contact points (touchpoints) for products and services in line with customer benefits	• Have a high degree of creativity	Human Resources and Social Affairs	KMG, SKT, COC
		• Have knowledge of graphics programs such as Indesign and Photoshop	Professional-academic	COC
		• Can observe current market conditions and trends and use them for their own purposes	Professional-academic	MFO, PRA, MGT

		• Can use marketing and communication tools effectively	Professional-academic	MGL, ANM, ANK
Communication manager	Development and implementation of suitable PR and communication strategies at national and international level	• Have strong communication skills	Human Resources and Social Affairs	SKT, KMG, ANK
		• High level of speaking and writing confidence	Professional-academic	ANK, COC, PRA
		• Can cope with pressure and meet deadlines	Human Resources and Social Affairs	SKT
		• Can navigate the international arena in terms of language and communication technology	Human Resources and Social Affairs	ANK, LNG
	Application of suitable communication systems and individual adjustment to the company goals	• Can develop communication concepts	Professional-academic	ANK, MEK
		• Can cope with pressure and meet deadlines	Human Resources and Social Affairs	ALL
		• Have organizational talent and time management	Human Resources and Social Affairs	SKT, PRA, MGT
	Coordination of communication processes between internal and external corporate environments (departments, branches, customers, authorities)	• Can quickly acquire the necessary know-how in the company structure	Professional-academic	MFO, MGT, WWI
		• Can convey the necessary information correctly	Human Resources and Social Affairs	ANK, PRA
		• Have a high level of social skills	Human Resources and Social Affairs	SKT, PRA
	Research on the company's image and design of perception management for reputation	• Can very confidently produce texts	Professional-academic	ANK, COC, PRA
		• Can carry out market analyses	Professional-academic	MFO, ANM, PRA
		• Have knowledge in the design of surveys / questionnaires	Professional-academic	MFO
		• Can analyze and interpret results correctly	Professional-academic	MFO, PRA
	Close cooperation with PR agencies and first contact person	• Have good time management	Human Resources and Social Affairs	SKT, PRA
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Can reflect critically	Professional-academic	PRA, ANK

		• Speaking and writing confidence	Professional-academic	COC
		• Can communicate the corporate design vividly to the agencies	Professional-academic	MGL, ANK, MMT
	Close cooperation with management and brand communication	• Have a high level of organizational talent and time management	Human Resources and Social Affairs	SKT, PRA, MTE
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
	Budget planning and responsibility for PR programs	• Know approaches to budgeting	Professional-academic	WWI, MMT, ANK
		• Can assess the market correctly	Professional-academic	MFO
		• Have good time management	Human Resources and Social Affairs	SKT, PRA
	Preparation and sharing of content Implementation of communication projects	• Have knowledge of the most important graphics programs such as InDesign and Photoshop	Human Resources and Social Affairs	COC
		• Understand how to effectively play on relevant media channels	Professional-academic	MMT, KMG, MEK
Brand Manager	Strategic development of the brand	• Can create marketing plans	Professional-academic	MGL, MMT, ANM, ANK
		• Have knowledge needed for observing and analyzing current market trends	Professional-academic	MFO, WWI
		• Can assess the market correctly	Professional-academic	MFO, MGL, MMT
		• Have good time management	Human Resources and Social Affairs	SKT, PRA
		• Can use the marketing tools correctly	Professional-academic	ANK, ANM, MGL
	Planning and support of branded products	• Can carry out market analyses	Professional-academic	MFO, ANM, PRA
		• Can correctly assess the brand and the market	Professional-academic	MFO, MGT
		• Have good time management	Human Resources and Social Affairs	SKT, PRA

	Optimal brand positioning	• Have a high level of organizational talent	Human Resources and Social Affairs	ANK, MMT, KMG
		• Can apply marketing instruments correctly	Professional-academic	MGL, ANM, MMT
		• Can use (digital) media in different channels	Professional-academic	MEK, MMT, ANM
	Brand management and image shaping	• Have the knowledge of how PR works and how it is applied	Professional-academic	MGL, ANK,
		• Can build brands and maintain them on an ongoing basis.	Professional-academic	MGL, MMT, ANM
		• Have a high sense of responsibility	Human Resources and Social Affairs	SKT
	Image improvement of the brand	• Have an analytical mind	Human Resources and Social Affairs	MFO, PRA
		• Have a feel for new trends	Professional-academic	MEK, MFO
	Development, analysis and optimization of advertising measures for external communication	• Can confidently write texts in the correct style	Professional-academic	ANK, COC
		• Can effectively use analog and digital media	Professional-academic	MEK, ANK, ANM
		• Can observe current market conditions and trends and use them for their own purposes	Professional-academic	MFO, PRA, MGT
	Evaluation and interpretation of statistics and surveys	• Can carry out market analyses and interpret them correctly	Professional-academic	MFO, ANM, PRA
		• Can confidently write texts in the correct style	Professional-academic	ANK, COC
		• Can design questionnaires and conduct surveys	Professional-academic	MFO, PRA
	Quantitative and qualitative market analyses	• Can select research methods for specific problems	Professional-academic	MFO, PRA
		• Have the knowledge to create questionnaires / guidelines	Professional-academic	MFO, PRA

		• Understand how market analyses are conducted and interpreted	Professional-academic	MFO, ANM, PRA
	Further development of existing concepts	• Can observe current market conditions and trends and use them for their own purposes	Professional-academic	MFO, PRA, MGT
		• Knowledge of how concepts are structured	Professional-academic	MGL, CMM
	Development of advertising concepts	• Can effectively use PR and advertising instruments	Professional-academic	ANK, MEK
		• Can create advertising plans	Professional-academic	MMT, ANM
		• Understand how advertising measures can be used in a target-oriented way	Professional-academic	MMT, ANM
		• Have good time management	Human Resources and Social Affairs	SKT, PRA
	Product marketing support	• Have know-how in product development	Professional-academic	ANM, MGT
		• Have knowledge in the field of marketing instruments	Professional-academic	MGL, ANM, MMT
		• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Have good organizational talent	Human Resources and Social Affairs	SKT, PRA
Content Manager	Independent planning, development and implementation of a content strategy	• Have a high degree of creativity	Human Resources and Social Affairs	COC, SKT, MMT, ANM,
		• Ability to create advertising plans	Professional-academic	MMT, ANM,
		• Can choose the right channels for the content	Professional-academic	MMT, ANM
		• Can conceptualize and design the content	Professional-academic	MEK, COC
		• Have a high affinity for digital media	Professional-academic	MEK, ANK, ANM
	Independent planning and coordination of content	• Have a high degree of creativity	Human Resources and Social Affairs	COC, SKT

		• Can confidently write texts in the correct style	Professional-academic	CMM, ANK
		• Can develop both branded and product-related content	Professional-academic	COC
		• Have good time management	Human Resources and Social Affairs	SKT, PRA
	Adding content to the CMS	• Have knowledge of CMS	Professional-academic	MMT, ANM
		• Have a high degree of creativity	Human Resources and Social Affairs	COC, SKT
		• Have knowledge of common graphics programs	Professional-academic	COC
		• Can confidently write texts in the correct style	Professional-academic	ANK, COC
	Monitoring & controlling of the content	• Can identify trends and interpret them correctly	Professional-academic	MMT, ANM,
		• Understand to observe and analyze the market and competitive situation	Professional-academic	MFO, MMT, MGT
		• Can analyze instruments for monitoring results and use them in a target-oriented manner	Professional-academic	WWI, MMT
	Optimizing content	• Can recognize and interpret trends	Professional-academic	MFO, MMT
		• Have basic know-how in graphics programs such as InDesign and Photoshop	Professional-academic	COC
	Lead for the conception, planning and implementation of content marketing measures	• Can create media plans	Professional-academic	MMT, ANM, MEK
		• Can develop both branded and product-related content	Professional-academic	COC
		• Have good time management	Human Resources and Social Affairs	SKT, PRA
		• Can use (digital) media in different channels	Professional-academic	MEK, ANK, ANM
		• Can use marketing instruments correctly	Professional-academic	MMT, ANM
	Coordination of the editorial team as well as expansion and maintenance of strategic content partnerships	• Have the skills to lead a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Have a high ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA

		• Have good time management	Human Resources and Social Affairs	SKT, PRA
	Inspiration of the editorial team with important trends, topics and ideas of the HR Tech scene	• Can define and interpret trends	Professional-academic	MFO, MMT
		• Have high team skills	Human Resources and Social Affairs	SKT, MTE, PRA
		• High level of and confidence when it comes to writing texts in the correct style	Professional-academic	ANK, COC, MTE
	Evaluation of content activities and preparation of recommendations for action to optimize content and channels	• Can make forecasts for the market	Professional-academic	MFO, SKT
		• Have knowledge of Google AdWords and Google Analytics	Professional-academic	ANM, ANK, PRA
		• Have a high degree of initiative and willingness to act	Human Resources and Social Affairs	ALL
	Use of SEO and Social Media	• Have a high affinity for digital media, especially social media	Professional-academic	COC, ANK, MGL, ANM, MEK
		• Can create content for various social media channels such as Instagram, Facebook, YouTube, etc.	Professional-academic	COC
		• Can identify and interpret new trends	Professional-academic	MFO
		• Have a high degree of creativity	Human Resources and Social Affairs	COC, SKT
Marketing & Communication Consultant	Management of the flood of company-related information	• Can very confidently write texts in the correct style	Professional-academic	ANK, COC,
		• Have good time management	Professional-academic	SKT, PRA
		• Have a wide range of management knowledge	Professional-academic	MGT, WWI
		• Have a high ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
	Optimization of communication bases and systems.	• Can create and optimize communication concepts	Professional-academic	KMG, ANK,
		• Can very confidently write texts in the correct style	Professional-academic	ANK, COC

		• Can optimize and revise existing communication concepts	Professional-academic	ANK, CMM
	Active advice on important corporate decisions	• High ability to work in a team	Human Resources and Social Affairs	SKT, MTE, PRA
		• Can recognize and interpret trends	Professional-academic	MFO, MTE
	General handling of the digital revolution	• Have a high affinity for digital media (Instagram, Facebook, etc.)	Professional-academic	MEK, ANK, PRA, ANM
		• Have a high degree of creativity	Human Resources and Social Affairs	COC, PRA,
		• Can identify new trends	Human Resources and Social Affairs	MFO
		• Have a strong business sense	Human Resources and Social Affairs	WWI, MGT
	Preparation and transmission of company-specific information for publicity purposes	• Have a high level of social skills	Human Resources and Social Affairs	SKT, PRA
		• Can work creatively	Human Resources and Social Affairs	COC, PRA
		• Have persuasiveness and negotiating skills	Human Resources and Social Affairs	MTE, SKT
		• Can identify conflicts and use crisis management instruments	Professional-academic	SKT, PRA
		• Have a high degree of team spirit	Human Resources and Social Affairs	SKT, MTE, PRA
	Advice and operation of conflict management	• Have persuasiveness and negotiating skills	Human Resources and Social Affairs	MGT, SKT,
		• Can identify conflicts	Human Resources and Social Affairs	SKT, MTE
		• Have a high degree of team spirit	Human Resources and Social Affairs	SKT, MTE, PRA
	Advice on trends, technical innovations or measures to reduce bureaucracy	• Can identify trends and interpret them correctly	Professional-academic	MFO, PRA
		• Have a high interest in innovations	Professional-academic	MEK, ANK
	Generation of target group-oriented communication	• Can create communication concepts	Professional-academic	KMG, ANK,
		• Have knowledge of market and target group analysis	Professional-academic	MFO, ANM MMT
		• Can define target groups or personas	Professional-academic	MGL, ANK, MMT

		• Can confidently write texts in the correct style	Professional-academic	ANK, COC
	Advice on the selection of appropriate tools for the strategic and targeted dissemination of information.	• Have knowledge of digital and analog media	Professional-academic	MEK, ANK, ANM
		• Can use media in a targeted manner	Professional-academic	ANK, ANM
		• Have knowledge of the various marketing tools	Professional-academic	MGL, ANM, MMT

2 CURRICULUM

2.1 Curriculum Data

Curriculum data (Depending on how the course of studies is organized, "FT" or "PT" or "FT"+"PT" must be filled out.)			
	FT	**PT**	**Comment if applicable**
First year of study (2020/21)	2020/21	2020/21	
Standard duration of study (number of semesters)	6	6	
Obligatory WSH (Total number for all sem.)	69.5	80	In the FT program, a semester abroad with weekly semester hours of the respective partner universities takes place within the specified weekly semester hours.
Course weeks per semester (number of weeks)	15	15	
Obligatory LVS (Total for all sem.)	1860	1560	In the full-time program, a semester abroad with contact hours of the respective partner universities takes place within the specified weekly semester hours.
Obligatory ECTS (Total for all sem.)	180	180	
WS start (Date, comm.: poss. CW)	CW40	CW40	
WS end (Date, comm.: poss. CW)	CW5	CW5	
SS start (Date, comm.: poss. CW)	CW11	CW11	
SS end (Date, comm.: poss. CW)	CW28	CW28	
WS weeks	15	15	
SS weeks	15	15	
Obligatory semester abroad (semester specification)	5		
Course language (specify)	German/English	German/English	The proportion of English-language courses amounts to 30.99 % (pt) / 23.14 % (ft) of the WSH
Internship (semester information, duration in weeks (at 40 h per week) per semester))	6th semester 12.5 weeks	6th semester 5 weeks	
Resulting from the merging of the study programs or from the separation from the study program (StgKz; to be specified only for merging or separation)			

2.2 Curriculum matrix

The following description of the courses does not include the work involved in supervising Bachelor theses. An attendance of 0.2 WSH is planned for each supervised paper, i.e. for 33 ft / 27 pt students an additional AWSH attendance of 6.6 AWSH ft / 5.4, which occurs in the 6th semester. In total, an AWSH total of 130.6 AWSH ft / 109.4 is achieved over all 6 semesters.

2.2.1 Curriculum matrix STG part-time

Curriculum for the 1st semester (pt)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MOD-ULE	ECTS
KMG1	Communication Theory	VO			50 %	2	1	2	30	KMG	4
KMG2	Media Theory	ILV			50 %	2	1	2	30	KMG	4
KMG3	Media Esthetics	ILV			50 %	2	1	2	30	KMG	4
MGT1	Introduction to Law	ILV			0 %	2	1	2	30	MGT	2
SKT1	Project management	ILV			0 %	1	1	1	15	SKT	2
SKT2	Presentation Technology	ILV			0 %	1	2	2	30	SKT	2
SKT3	Teambuilding	ILV			0 %	1	2	2	30	SKT	1
SPR1	English 1	ILV			15 %	2	2	4	60	SPR	3
WWI1	Introduction to BWL	VO			15 %	1	1	1	15	WWI	2
WWI2	Introduction to VWL	VO			15 %	1	1	1	15	WWI	2
WWI3	Introduction to Accounting and Finance	ILV			15 %	2	1	2	30	WWI	4
Total line:						17		21	315		30
LVS = Total WSH * LV weeks						255					

Curriculum for the 2nd semester (pt)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MOD-ULE	ECTS
MFO1	Market research	ILV			15 %	2.5	1	2.5	37.5	MFO	4
MFO2	Academic Research	ILV			15 %	2	1	2	30	MFO	3
MGL1	Strategic Marketing & Marketing Plan-ning	ILV			50 %	2	1	2	30	MGL	4
MGL2	Branding & Positioning (E)	ILV		X	50 %	2	1	2	30	MGL	4
MGL3	Advertising Psychology	ILV			50 %	2	1	2	30	MGL	4
MGT2	Strategic Management (E)	ILV		X	50 %	3	1	3	45	MGT	6
SPR2	English 2	ILV			15 %	4	2	8	120	SPR	5
Total line:						17.5		21.5	322.5		30
LVS = Total WSH * LV weeks						262.5					

Curriculum for the 3rd semester (pt)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
COC1	Content Creation (E)	VO		X	100 %	2	1	2	30	COC	4
COC2	Content Creation	UE			0 %	2	2	4	60	COC	5
MMT1	Service Management	ILV			50 %	2	1	2	30	MMT	4
MMT2	Advertising & Media Planning	ILV			50 %	2	1	2	30	MMT	5
MMT3	Marketing Management & Controlling (E)	ILV		X	50 %	2	1	2	30	MMT	4
PRA1	Practical Project 1	PT			0 %	2	3	6	90	PRA	4
SPR3	English 3	ILV			15 %	3	2	6	90	SPR	4
Total line:						15		24	360		30
LVS = Total WSH * LV weeks						225					

Curriculum for the 4th semester (pt)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
ANM1	Omnichannel Marketing Communication	ILV			50 %	2	1	2	30	ANM	5
ANM2	Product Development & Service Design	ILV			50 %	2	1	2	30	ANM	5
ANM3	Online Marketing (E)	ILV		X	50 %	2	1	2	30	ANM	5
MEK1	Media Literacy (E)	ILV		X	50 %	2	1	2	30	MEK	6
MEK2	Media Landscape	ILV			50 %	2	1	2	30	MEK	5
PRA2	Practical Project 2	PT			0 %	2	3	6	90	PRA	4
Total line:						12		16	240		30
LVS = Total WSH * LV weeks						180					

Curriculum for the 5th semester (pt)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
ANK1	Media Relations	ILV			50 %	2	1	2	30	ANK	4
ANK2	Disciplines of Corporate Communications	ILV			50 %	2	1	2	30	ANK	4
ANK3	Corporate Communications & PR	ILV			50 %	2	1	2	30	ANK	4
MFO3	Marketing Consolidation	ILV			0 %	2	1.5	3.0	45.0	MFO	5
MTE1	Team- & Conflict Management	ILV			50 %	2	1	2	30	MTE	5
MTE2	Management Techniques	ILV			50 %	2	1	2	30	MTE	5
PRA3	Study Trip (E)	ILV		X	0 %	2	2	4	60	PRA	3
Total line:						14		17.0	255.0		30
LVS = Total WSH * LV weeks						210					

Curriculum for the 6th semester (pt)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
MFO4	Marketing Competence	SE			0 %	2	1	2	30	MFO	6
PRA4	Bachelor Thesis Seminar	PT			100 %	0.5	1	0.5	7.5	PRA	4
PRA5	Digital Communication	SE			0 %	2	1	2	30	PRA	6
PRA6	Bachelor Thesis	SE			0 %	0	1	0	0	PRA	6
PRA7	Internship	BPR			0 %	0	0	0	0	PRA	8
Total line:						4.5		4.5	67.5		30
LVS = Total WSH * LV weeks						67.5					

Summary of part-time curriculum data

Description	**WSH**	**AWSH**	**ALVS**	**ECTS**
Total number of courses over all semesters	80	104	1560	180
Total number of courses in 1st year of study	34.5	42.5	637.5	60
Total number of courses in 2nd year of study	27	40	600	60
Total number of courses in 3rd year of study	18.5	21.5	322.5	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of courses in English over all semesters	15			32
Proportion of courses in English over all semesters based on WSH / ECTS	21.13 %			19.05 %
Proportion of eLearning units over all semesters based on WSH	32.03 %			31.97 %

Abbreviations	
LV	Course
LVS	Course hour(s)
ALVS	Offered LVS
WSH	Weekly semester hour(s)
AWSH	Offered WSH
ECTS	ECTS credits
E	English-language course
eLv	Courses with eLearning

2.2.2 Curriculum matrix STG Full-time

Curriculum for the 1st semester (FT)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
MGL1	Strategic Marketing & Marketing Planning	VO			15 %	1	1	1	15	MGL	2
MGL2	Strategic Marketing & Marketing Planning	UE			15 %	2	2	4	60	MGL	4
MGL3	Branding & Positioning (E)	ILV		X	15 %	2	1	2	30	MGL	4
MGL4	Advertising Psychology (E)	ILV		X	15 %	2	1	2	30	MGL	4
SKT1	Project management	PT			15 %	1.5	2	3.0	45.0	SKT	2
SKT2	Presentation Techniques	ILV			0 %	1	2	2	30	SKT	2
SKT3	Teambuilding	ILV			0 %	1	2	2	30	SKT	1
SPR1	Foreign Language 1	ILV			15 %	2	2	4	60	SPR	3
WWI1	Introduction to BWL	VO			15 %	1	1	1	15	WWI	2
WWI2	Introduction to VWL	VO			15 %	1	1	1	15	WWI	2
WWI3	Introduction to Accounting and Finance	ILV			15 %	2	1	2	30	WWI	4
Total line:						16.5		24.0	360.0		30
LVS = Total WSH * LV weeks						247.5					

Curriculum for the 2nd semester (FT)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
COC1	Content Creation (E)	VO		X	100 %	1	1	1	15	COC	2
COC2	Content Creation 1	UE			0 %	2	2	4	60	COC	4
KMG1	Communication Theory	VO			15 %	2	1	2	30	KMG	4
KMG2	Media Theory	VO			15 %	2	1	2	30	KMG	3
KMG3	Media Esthetics	ILV			15 %	2	2	4	60	KMG	3
MFO1	Market research	VO			15 %	1	1	1	15	MFO	2
MFO2	Market research	UE			15 %	2	2	4	60	MFO	4
MFO3	Academic Research	SE			15 %	2	2	4	60	MFO	3
SPR2	Foreign Language 2	ILV			15 %	4	2	8	120	SPR	5
Total line:						18		30	450		30
LVS = Total WSH * LV weeks						270					

Curriculum for the 3rd semester (FT)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
ANK1	Corporate Communications & PR	ILV			15 %	3	2	6	90	ANK	6
COC3	Content Creation 2	UE			15 %	2.5	2	5.0	75.0	COC	4
MFO4	Marketing Consolidation	ILV			15 %	2	1.5	3.0	45.0	MFO	5
MGT1	Introduction to Law	VO			15 %	2	1	2	30	MGT	3
MGT2	Strategic Management (E)	ILV		X	14 %	2	1	2	30	MGT	4
PRA1	Practical Project 1	PT			0 %	2	5	10	150	PRA	4
SPR3	Foreign Language 3	ILV			15 %	3	2	6	90	SPR	4
Total line:						16.5		34.0	510.0		30
LVS = Total WSH * LV weeks						247.5					

Curriculum for the 4th semester (FT)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
ANM1	Omnichannel Marketing Communications (E)	SE		X	15 %	2	1	2	30	ANM	4
ANM2	Product Development & Service Design	UE			15 %	2	2	4	60	ANM	4
ANM3	Online Marketing (E)	SE		X	15 %	3	1	3	45	ANM	4
MEK1	Media Competence	VO			100 %	1	1	1	15	MEK	2
MEK2	Media Competence	UE			15 %	2	2	4	60	MEK	3
MGT3	Management Techniques	ILV			15 %	2	2	4	60	MGT	3
MMT1	Advertising & Media Planning	ILV			15 %	2	1	2	30	MMT	3
MMT2	Marketing Management & Controlling (E)	ILV		X	15 %	2	2	4	60	MMT	3
PRA2	Practical Project 2	PT			0 %	2	5	10	150	PRA	4
Total line:						18		34	510		30
LVS = Total WSH * LV weeks						270					

Curriculum for the 5th semester* (FT)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
INT_BST	Business Studies	ILV			0 %	0	0	0	0	INT	5
INT_EL	Electives	ILV			0 %	0	0	0	0	INT	10
INT_MKT	Marketing & Communications	ILV			0 %	0	0	0	0	INT	15
Total line:						0		0	0		30
LVS = Total WSH * LV weeks						0					

*.....semester abroad (students are abroad)

Curriculum for the 6th semester (FT)

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
PRA3	Bachelor Thesis Seminar	ILV			0 %	0.5	4	2.0	30.0	PRA	4
PRA4	Bachelor Thesis	SE			0 %	0	0	0	0	PRA	6
PRA5	Internship	BPR			0 %	0	0	0	0	PRA	20
Total line:						0.5		2.0	30.0		30
LVS = Total WSH * LV weeks						7.5					

Summary of full-time curriculum data

Description	**WSH**	**AWSH**	**ALVS**	**ECTS**
Total number of courses over all semesters	69.5	124	1860	180
Total number of courses in 1st year of study	34.5	54	810	60
Total number of courses in 2nd year of study	34.5	68	1020	60
Total number of courses in 3rd year of study	0.5	2	30	60
Total number of technical events over all semesters				
Percentage of technical courses over all semesters based on WSH / ECTS				
Total number of courses in English over all semesters	14			25
Proportion of courses in English over all semesters based on WSH / ECTS	23.14 %			14.88 %
Proportion of eLearning units over all semesters based on WSH	15.58 %			10.62 %

Modules in the Bachelor degree course "MKM"

Abbreviations			
MGL	Marketing Principles	MGT	Management
MMT	Marketing Management	MTE	Management Techniques
ANM	Applied Marketing	COC	Content Creation
KMG	Fundamentals of Communication	MFO	Market Research
MEK	Media Competence	SKT	Social Competency
ANK	Applied Communication	PXT	Practice Transfer & Internationality
WWI	Fundamentals of Economics		

2.3 Modularization

2.3.1 Module descriptions Full-time

Module number:	**Social skills**	**Scope:**	
SKT		**5**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
Level	1st semester: Introduction		
Previous knowledge	1st semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Project Management /PT / Course no.: SKT1 / 1st semester / ECTS: 2 • Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. • Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrumim klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 • Reynolds, G. (2011). Presentation Zen: Simple Ideas on Presentation Design and Delivery, New Riders. • Dall, M. (2014). Sicher präsentieren - wirksamer vortragen. Redline Wirtschaft. • Renz, K. C. (2016). Das 1 x 1 der Präsentation: Für Schule, Studium und Beruf. 2nd edition, Kindle. Springer Gabler. • Schulenburg, N. (2018). Exzellent präsentieren: Die Psychologie erfolgreicher Ideenvermittlung – Werkzeuge und Techniken für herausragende Präsentationen. Springer Gabler.		
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 • Schulz von Thun, F. (2014). Miteinander reden (Volume 1 – 3). Rororo • Bender S. (2015). Team development: Der effektive Weg zum "Wir", Beck-Wirtschaftsberater im dtv.		
Skills acquisition	Project Management /PT / Course no.: SKT1 / 1st semester / ECTS: 2 The students can define, conceive, plan, implement and evaluate complex projects. Planning and control in the areas of resources and budget is conveyed in a practical way. The students are able to plan and carry out projects holistically and with consideration of the critical aspects.		
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 The students have practical knowledge for the preparation and implementation of professional presentations using various media.		
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Following the course, students will have practical skills in team building and group dynamics, will be able to steer groups, lead small teams and know approaches to personnel management. The different theories about working in a team should help to facilitate practical implementation.		
Course contents	Project Management /PT / Course no.: SKT1 / 1st semester / ECTS: 2 After the basic definition of the project management functions in the context of a marketing and communication project, the students are introduced to their practical use. In particular, the tasks of the project manager and the most important project management tools and methods are discussed. The course content includes the project concept and project types as well as performance planning, resource and cost planning, project organization, IT-supported project documentation and the concluding project manual.		
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2		

	After a short theoretical introduction, case studies and exercises are used to familiarize students with oral and media-supported communication. Particular attention is paid to the preparation of content (structure and outline) and the execution of presentations (preparation, targeted use of media).
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Under the supervision of the lecturers, the students are to be integrated as a group into the new context of a university and the associated new environment in order to consolidate both their entry and their cooperation from the outset. This is mainly substantiated by the fact that students receive a theoretical introduction to the theories of team building and communicative action. The students thereby acquire

Course contents	the ability to better understand interpersonal communication processes, to make expectations and conditions transparent and conscious in the new context and to work more efficiently.
Teaching and learning methods	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 Integrated course, discussions, case studies, group work, e-learning
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Integrated course, group work, discussions
Evaluation Methods Criteria	Project Management /PT / Course no.: SKT1 / 1st semester / ECTS: 2 Project work and/or presentation
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 Presentation
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Participation

Module number:	**Fundamentals of Economics**	**Scope:**	
WWI		**8**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
Level	1st semester: Introduction		
Previous knowledge	1st semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2</u> •Vahs, D./ Schäfer-Kunz, J. (2015): Einführung in die Betriebswirtschaftslehre, 7th ed. •Thommen, J.-P./ Achleitner, A.-K./ et. Al. (2017): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 8th ed. •Schweitzer, M./ Baumeister, A. (2015): Allgemeine Betriebswirtschaftslehre, 11th ed. •Hutzschenreuter, T. (2015): Allgemeine Betriebswirtschaftslehre, 6th ed. •Wöhe, G./ Döring, U./ Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th ed. •Weber, W./ Kabst, R./ Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10th ed.		
	<u>Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2</u> •Pindyck, R. S., & Rubinfeld, D. L. (2018). Mikroökonomie. Pearson Deutschland GmbH • Varian, H. R. (2014). Grundzüge der Mikroökonomik. Walter de Gruyter GmbH & Co KG.Deutschland GmbH. • Münter, M.T. (2018), Mikroökonomie, Wettbewerb und strategisches Verhalten. UTB GmbH • Natrop, J. (2012). Grundzüge der angewandten Mikroökonomie. Walter de Gruyter GmbH & Co KG.Deutschland GmbH		
	<u>Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4</u> • Buchholz, L./ Gerhards, R. (2016): Internes Rechnungswesen, Kosten- und Leistungsrechnung, Betriebsstatistik und Planungsrechnung • Deimel, K./ Erdmann, G./ Isemann, R./ Müller, S. (2017): Kostenrechnung, Das Lehrbuch für Bachelor, Master und Praktiker • Geirhofer, S./ Hebrank, C. (2016): Grundlagen Buchhaltung und Bilanzmanagement, 4th ed. • Coenenberg, A.G./ Haller, A./ Et. Al. (2018): Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 7th ed. • Wedell, H./ Dilling, A.A. (2018): Grundlagen des Rechnungswesens, 16th ed. Breidenbach, K., & Währisch, M. (2017): Buchhaltung und Jahresabschluss, 4th ed. • Schmidt, M., Auer, B., & Schmidt, P. (2012): Buchführung und Bilanzierung: Eine anwendungsorientierte Einführung		
Skills acquisition	<u>Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2</u> professional-academic competences: The students: •Identify the different business subareas •Understand the fundamentals of marketing •Understand the fundamentals of personnel management •Know the structure of a business and typical business processes and are familiar with the basic constitutive factors of a business •Recognize relationships in the sense of the various relationships between the business functions •Can clearly differentiate central business terms from each other • Identify the most important constitutional and functional corporate decisions		
	<u>Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2</u> The students: • Can address fundamental management problems from an economic perspective • Are able to analyze decisions under uncertainty • Can develop strategic decisions based on economic models • Can assess the impact of digital technologies and products on a company's cost structure and formation of market forms		

	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 External accounting: The students: • Know the fundamentals of mapping business decisions in the accounting system. • Know and understand the basic concepts and subareas of accounting

Skills acquisition	• Understand the technique and internal structure of double-entry bookkeeping. • Can assess the structure of an accounting system and the characteristics of different account types • Can make simple business postings to balance sheet and profit and loss accounts and create posting records • Recognize the significant effects of business transactions on the balance sheet and income statement Internal accounting: The students: • Know the tasks and solutions of cost and revenue accounting with its subsystems (cost element, cost center and cost unit accounting) • Can differentiate the terms payments - disbursements, revenues - expenses, revenue - expenses from each other • Can describe the organizational structure of a cost accounting system and the main cost accounting systems • Know the systems of cost accounting (partial and full cost accounting)
Course contents	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 •Overview and context analysis of the most important subareas in business administration •Subject and principles of business administration: •Operational functional areas - Business decision theory - Fundamentals of Management and Ethics - Fundamentals of Human Resources and Organization - Marketing Fundamentals •Fundamentals of: - Constitutive company decisions such as legal forms, location decisions, types of mergers and acquisitions and choice of business segment - Functional company decisions: Materials management, production management, marketing • Fundamentals of business value creation processes and functions (value creation architecture and structure). • Fundamentals of market-oriented, process-oriented and strategy-oriented management
	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 • Microeconomics and the behavior of managers and companies • Price and product policy of the company • Elementary principles of game theory • Company organization • Market Forms & Market Entry • Decisions under uncertainty • Behavioral economics • Economy of digitization
	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 External accounting: • Structure of the accounting system • Fundamentals of operational accounting: Tasks, sub-areas and basic concepts • Commercial accounting system: From inventory to opening balance sheet • Double-entry accounting system: Posting business cases to inventory and profit and loss accounts • Organization of bookkeeping (chart of accounts, sales tax, etc.) • Principle of period purity and accruals and deferrals Internal accounting: • Objectives and basic concepts of cost and revenue accounting • Fundamentals of cost and revenue accounting: Tasks, components and subareas • Structure of cost accounting (cost elements, cost centers, cost objects) • Contribution margin accounting
Teaching and learning methods	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 Lecture, group work, case studies, discussions, e-learning
	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 Lecture, group work, case studies, discussions
	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4

	Integrated course, discussions, case studies, group work, e-learning
Evaluation Methods Criteria	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 Written exam

Evaluation Methods Criteria	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 Written exam
	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 Written exam

Module number:	**Marketing Principles**	**Scope:**	
MGL		**14**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
Level	1st semester: Introduction		
Previous knowledge	1st semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Strategic Marketing & Marketing Planning /VO / Course no.: MGL1 / 1st semester / ECTS:</u> •Kotler, P., Amstrong, G., Harris, L.C., and Piercy, N., J. (2019). Grundlagen des Marketing. 7th edition, Essex: Pearson Studium. •Homburg, Ch. (2017). Marketing Management. Strategie – Instrumente - Umsetzung - Unternehmensführung, 6th edition, Wiesbaden: Springer Gabler. •Wirtz, J., and Lovelock, Ch. (2016). Services Marketing: People, Technology, Strategy, 8th edition, Singapur: World Scientific Publication. •Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management, Hallbergmoos: Pearson Deutschland GMBH.		
	<u>Strategic Marketing & Marketing Planning /UE / Course no.: MGL2 / 1st semester / ECTS:</u> • Kotler, P., Amstrong, G., Harris, L.C., and Piercy, N., J. (2019). Grundlagen des Marketing. 7th edition, Essex: Pearson Studium. • Homburg, Ch. (2017). Marketing Management. Strategie – Instrumente - Umsetzung - Unternehmensführung, 6th edition, Wiesbaden: Springer Gabler. • Wirtz, J., and Lovelock, Ch. (2016). Services Marketing: People, Technology, Strategy, 8th edition, Singapur: World Scientific Publication. • Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management, Hallbergmoos: Pearson Deutschland GMBH.		
	<u>Branding & Positioning /ILV / Course no.: MGL3 / 1st semester / ECTS: 4</u> •Keller, K.L., Parameswaran, A.M.G., and Jacob, I. (2016). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, NY: Pearson. •Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management, Hallbergmoos: Pearson Deutschland GMBH. •Esch, F.-R. (2018). Strategie und Technik der Markenführung, 9th revised and expanded edition, Munich: Verlag Vahlen.		
	<u>Advertising Psychology /ILV / Course no.: MGL4 / 1st semester / ECTS: 4</u> •Felser, G. (2015). Werbe- und Konsumentenpsychologie, Heidelberg: Springer Verlag. •Kroeber-Riel, W., and Gröppel-Klein, A. (2019). Konsumentenverhalten, 11th edition, Munich: Vahlen Verlag. •Foscht, T., Swoboda, B., Schramm-Klein, H. (2017). Käuferverhalten: Grundlagen – Perspektiven – Anwendungen, 6th edition, Wiesbaden: Springer Verlag. •Bak, P.M. (2019). Werbe- und Konsumentenpsychologie: Eine Einführung, 2nd edition, Stuttgart: Schäfer-Poeschel.		
Skills acquisition	<u>Strategic Marketing & Marketing Planning /VO / Course no.: MGL1 / 1st semester / ECTS:</u> The course Strategic Marketing and Marketing Planning concentrates on preparing students for the advanced modules of their studies. The students are familiar with the entire range of marketing instruments and how they can be used in marketing practice. They understand which marketing theories underlie the marketing process and strategic instruments. The students understand strategic marketing considerations and have a basic understanding of entrepreneurial thinking.		
	<u>Strategic Marketing & Marketing Planning /UE / Course no.: MGL2 / 1st semester / ECTS:</u>		

	The course Strategic Marketing and Marketing Planning concentrates on preparing students for the advanced modules of their studies. The students are familiar with the entire range of marketing instruments and how they can be used in marketing practice. They understand which marketing theories underlie the marketing process and strategic instruments. The students understand strategic marketing considerations and have a basic understanding of entrepreneurial thinking.
	Branding & Positioning /ILV / Course no.: MGL3 / 1st semester / ECTS: 4 The students get to know the basic strategies of brand management, can describe them and subsequently apply them. In addition, the students gain knowledge of various strategies for the successful positioning of products and services in the local and global market environment.

Skills acquisition	Advertising Psychology /ILV / Course no.: MGL4 / 1st semester / ECTS: 4 The students understand the influence of human behavior on the perception and success of advertising. By linking psychological research competences and the knowledge of human behavior, students are able to analyze marketing measures for their target-group-specific preparation, to recognize reception patterns and to plan their own communication measures accordingly.
Course contents	Strategic Marketing & Marketing Planning /VO / Course no.: MGL1 / 1st semester / ECTS: The lecture on the fundamentals of marketing concentrates on preparing students for the advanced modules in their studies: Students acquire in-depth knowledge of the entire range of strategic operative marketing instruments and know about their possible applications in marketing practice. In addition, on the one hand marketing theories are taught (technical authority), and, on the other hand by the inclusion of strategic marketing over the conceptional-strategic aspect a fundamental understanding for business thinking is also created.
	Strategic Marketing & Marketing Planning /UE / Course no.: MGL2 / 1st semester / ECTS: The course Strategic Marketing and Marketing Planning takes up basic concepts, theories and concepts in online phases, which are further developed in the classroom phases. The students learn to understand the basic concepts of marketing such as needs, desires, demand, benefit promises and through the inclusion of the STM Models (Segmentation, Targeting & Positioning Model) the marketing management process becomes an understandable cycle. For an optimal basis, the marketing mix and the customer journey are also used as central instruments. Once the fundamentals have been worked out, the position of marketing in strategic planning is examined in more detail. Strategies for successful positioning, growth potential or implementation of market positioning, for example, are incorporated into the overall concept and the necessary tools such as SWOT analysis, portfolio or Ansoff matrix are used.
	Branding & Positioning /ILV / Course no.: MGL3 / 1st semester / ECTS: 4 The course provides an introduction and background to strategic brand management from a marketing and business perspective. Fundamental concepts such as brand development, brand building, brand management, the developments of a brand value are discussed theoretically and on the basis of case studies. The importance of differentiation for the brand and the subsequent brand management is also discussed. Through practical examples, the students learn how brands are built and designed.
	Advertising Psychology /ILV / Course no.: MGL4 / 1st semester / ECTS: 4 The course Advertising Psychology focuses on aspects of consumer psychology that form the basis for understanding consumer behavior. The focus here is on theories of consumer behavior that originate, for example, from the areas of activating processes (emotion, motivation, attitude), cognitive processes (reception, processing, and storage of information), or decision behavior as an interaction. During the course, methods for researching market experience and behavior are presented and a cornerstone is laid for understanding the effects of communication measures. Students are familiarized with important terms such as motivation, image, emotion, cognition or activation within the framework of this course and develop various theoretical approaches (e.g. perception, emotion, learning or attitude theory) on the basis of concrete tasks. This provides a basis for the analysis of the practical implementation (e.g. color and shape effect in print advertising). In this way, students are prepared to understand consumer behavior, to recognize connections between communication, marketing and consumer behavior, and to apply and implement these findings in practice.
Teaching and learning methods	Strategic Marketing & Marketing Planning /VO / Course no.: MGL1 / 1st semester / ECTS: Lecture, group work, case studies, discussions, e-learning
	Strategic Marketing & Marketing Planning /UE / Course no.: MGL2 / 1st semester / ECTS: Group work, case studies, discussions, e-learning
	Branding & Positioning /ILV / Course no.: MGL3 / 1st semester / ECTS: 4

	Integrated course, discussions, case studies, group work, e-learning
	Advertising Psychology /ILV / Course no.: MGL4 / 1st semester / ECTS: 4 Integrated course, discussions, case studies, group work, e-learning
Evaluation Methods Criteria	Strategic Marketing & Marketing Planning /VO / Course no.: MGL1 / 1st semester / ECTS: Written exam

Evaluation Methods Criteria	Strategic Marketing & Marketing Planning /UE / Course no.: MGL2 / 1st semester / ECTS: Seminar paper and presentation
	Branding & Positioning /ILV / Course no.: MGL3 / 1st semester / ECTS: 4 Seminar paper and presentation
	Advertising Psychology /ILV / Course no.: MGL4 / 1st semester / ECTS: 4 Written exam

Module number:	**Languages**	**Scope:**	
SPR		**12**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
	2nd semester		
	3rd semester		
Level	1st semester: A1 to C2 (GER) / 2nd semester: A1 to C2 (GER) / 3rd semester: A1 to C2 (GER)		
Previous knowledge	1st semester: Full-time: French, Italian, Spanish Module with objective A2: no previous knowledge allowed Module with objective B2: Previous knowledge required Chinese, Russian Module with objective A2: no previous knowledge allowed English, German Module with objective B2: Level B1 (GER) or English advanced course required Module with objective C1: Level B2 (GER) required Module with objective C2: Level C1 (GER) required 2nd semester: Full-time: French, Italian, Spanish Module with objective A2: no previous knowledge allowed Module with objective B2: Previous knowledge required Chinese, Russian Module with objective A2: no previous knowledge allowed English, German Module with objective B2: Level B1 (GER) or English advanced course required Module with objective C1: Level B2 (GER) required Module with objective C2: Level C1 (GER) required 3rd semester: Full-time: French, Italian, Spanish Module with objective A2: no previous knowledge allowed Module with objective B2: Previous knowledge required Chinese, Russian Module with objective A2: no previous knowledge allowed English, German Module with objective B2: Level B1 (GER) or English advanced course required Module with objective C1: Level B2 (GER) required Module with objective C2: Level C1 (GER) required		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Foreign Language 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3</u> All modules and levels: Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		
	<u>Foreign Language 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5</u> All modules and levels: Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		

Literature recommendation	Foreign Language 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4 All modules and levels: Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media
Skills acquisition	Foreign Language 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
	Foreign Language 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can

Skills acquisition	Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
	<u>Foreign Language 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4</u> The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible

Skills acquisition	without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	<u>Foreign Language 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
	<u>Foreign Language 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping,

	work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	<u>Foreign Language 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very

Course contents	fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Teaching and learning methods	Foreign Language 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 Integrated course, discussions, case studies, group work, e-learning
	Foreign Language 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 Integrated course, group work, case studies, discussions
	Foreign Language 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Foreign Language 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	Foreign Language 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	Foreign Language 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.

Module number:	**Fundamentals of Communication Management**	**Scope:**	
KMG		**10**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	2nd semester		
Level	2nd semester: Introduction		
Previous knowledge	2nd semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Communication Theory /VO / Course no.: KMG1 / 2nd semester / ECTS: 4 •Merten, K. (1999). Einführung in die Kommunikationswissenschaft. Volume 1: Grundlagen der Kommunikationswissenschaft. Münster: Lit Verlag. •Burkart, R. (2019). Kommunikationswissenschaft. 5th edition, Vienna, Cologne, Weimar: Böhlau UTB. •Bonfadelli, H., Jarren, O., and Siegert, G. (Eds.). (2010). Einführung in die Publizistikwissenschaft. Stuttgart: Haupt UTB. •Burkart, R., and Hömberg, W. (2015). Kommunikationstheorien: Ein Textbuch zur Einführung. 8th edition. Vienna: new academic press.		
	Media Theory /VO / Course no.: KMG2 / 2nd semester / ECTS: 3 •Böhn, A., and Seidler, A. (2008). Mediengeschichte: Eine Einführung. Tübingen: Narr Verlag. •Hartmann, F. (2008). Medien und Kommunikation. Stuttgart: UTB. •Mersch, D. (2009). Medientheorien zur Einführung. Hamburg: Junius Verlag •Manovich, L. (2002). The language of new media. Cambridge, Mass.: MIT Press.		
	Media Esthetics /ILV / Course no.: KMG3 / 2nd semester / ECTS: 3 •Sturken, M., and Cartwright, L. (2009). Practices of looking: an introduction to visual culture. New York: Oxford University Press. •Manovich, L. (2013). Software takes command: extending the language of new media. New York: Bloomsbury.		
Skills acquisition	Communication Theory /VO / Course no.: KMG1 / 2nd semester / ECTS: 4 The students understand the structure of communicative processes and can also look at them analytically. In addition to psychological, interpersonal models, the focus is on mass media communication processes. The preparation of the theories and models aims at transfer, analysis and application competence and generally at a better understanding of the often automated communication processes.		
	Media Theory /VO / Course no.: KMG2 / 2nd semester / ECTS: 3 The students are able to remember central aspects of the history of media and understand definitions of media. In addition, the students know media theory positions, can classify them and can reflect them critically. They also apply this theoretical knowledge to the analysis and discussion of media situations. The function and effect of the media is conveyed, clarified and explained on the basis of different theoretical approaches.		
	Media Esthetics /ILV / Course no.: KMG3 / 2nd semester / ECTS: 3 The students are able to analyze media-influenced esthetic perception processes and apply this knowledge to the construction of media artefacts. Central to this are the connections between the senses and perception, between style and taste formation as well as the resulting concepts of representation and visual culture. Application competencies for the acquired knowledge are consolidated through examples with a focus on new media.		
Course contents	Communication Theory /VO / Course no.: KMG1 / 2nd semester / ECTS: 4		

	The comprehensive field of communication is tackled in the course Communication Theory and prepared as a foundation for further studies. In addition to definitions of terms, the following are also used in particular •Communication models (e.g. stimulus response, Maletzke, Lasswell formula, communication square, etc.) •Communication theories (e.g. agenda setting, gatekeeper, news factors, spiral of silence, etc.) •The book deals with the effects of communication and the ways of thinking of Luhmann, Habermas and Watzlawick. The theoretical preparation and subsequent exercises ensure an understanding of communication in practice.

Course contents	
	Media Theory /VO / Course no.: KMG2 / 2nd semester / ECTS: 3 In the introductory course in the field of media, the areas of history, development and mode of action are addressed above all, and, building on the standard works of media theory, both individual and mass media are dealt with. The topics are presented through central positions of relevant media theorists - this circumstance promotes the students' independent academic approach with the aim of understanding various media theories, critically reflecting on media developments and being able to apply the results in practice in both corporate communication and marketing. The following categories are the main teaching contents: •Media history and definitions •Significance of technology-based media (new/digital media) •Media theories according to Marschall McLuhan, Lev Manovich, Niklas Luhmann
	Media Esthetics /ILV / Course no.: KMG3 / 2nd semester / ECTS: 3 An important part of the course is the influence of the media on social and cultural self-understanding. The interplay of sensory perception and the formation of taste plays just as central a role as technical reproducibility and the concept of representation. The reciprocal relationship between technology and media is also reflected in the context of style and sensory perception. Specific topics such as the reciprocal influence of the esthetic, material and formal composition of media or both the design and effect of media artefacts are to be developed within the framework of the course through literature studies and practical exercises by the students.
Teaching and learning methods	Communication Theory /VO / Course no.: KMG1 / 2nd semester / ECTS: 4 Lecture, group work, case studies, discussions, e-learning
	Media Theory /VO / Course no.: KMG2 / 2nd semester / ECTS: 3 Lecture, group work, case studies, discussions, e-learning
	Media Esthetics /ILV / Course no.: KMG3 / 2nd semester / ECTS: 3 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Communication Theory /VO / Course no.: KMG1 / 2nd semester / ECTS: 4 Written exam
	Media Theory /VO / Course no.: KMG2 / 2nd semester / ECTS: 3 Written exam
	Media Esthetics /ILV / Course no.: KMG3 / 2nd semester / ECTS: 3 Written exam

Module number:	**Market Research**	**Scope:**	
MFO		**14**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication		
Position in the curriculum	2nd semester		
	3rd semester		
Level	2nd semester: Introduction / 2nd semester: Introduction & consolidation / 3rd semester: Consolidation		
Previous knowledge	2nd semester: None / 3rd semester: Market Research VO & UE		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Market Research /VO / Course no.: MFO1 / 2nd semester / ECTS: 2 •Fuß, A., Wilder, R., and Kreis, H. (2018). Marktforschung: Datenerhebung und Datenanalyse, Wiesbaden: Springer Gabler. •Raab, G., Unger A., and Unger, F. (2018). Methoden der Marketing-Forschung: Grundlagen und Praxisbeispiele, Wiesbaden: Springer Gabler. •Koch, J., Gebhardt, P., and Reidmüller, F. (2016). Marktforschung: Grundlagen und praktische Anwendungen, Berlin: De Gruyter Oldenbourg. •Grunwald, G., and Hempelmann, B. (2012). Angewandte Marktforschung: Eine praxisorientierte Einführung. Munich: De Gruyter Oldenbourg.		
	Academic Research /SE / Course no.: MFO3 / 2nd semester / ECTS: 3 • Saunders, M., Lewis, P., and Thornhill, A. (2015). Research Methods for Business Students, Financial Times.		
	Marketing Consolidation /ILV / Course no.: MFO4 / 3rd semester / ECTS: 5 • Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management: Konzepte - Instrumente - Unternehmensfallstudien, Pearson Studium. • Esch, F.-R. (2018). Strategie und Technik der Markenführung. Munich: Vahlen Verlag.		
Skills acquisition	Market Research /VO / Course no.: MFO1 / 2nd semester / ECTS: 2 The graduates know the state-of-the-art principles, approaches and techniques of quantitative and qualitative (psychological) market research both in theory (VO; technical competence) and in practice (UE): Elements of the research process are practiced using examples.		
	Market Research /UE / Course no.: MFO2 / 2nd semester / ECTS: 4 The students can recognize problems in marketing and successfully analyze and implement them using suitable market research instruments.		
	Academic Research /SE / Course no.: MFO3 / 2nd semester / ECTS: 3 The students acquire basic knowledge of the academic research process and are familiar with the formal requirements of an academic paper. The students are able to design and implement less complex academic research.		
	Marketing Consolidation /ILV / Course no.: MFO4 / 3rd semester / ECTS: 5 The students have in-depth knowledge of marketing planning and organization and are able to conceive, design, implement and analyze academic or application-oriented marketing projects by deriving recommendations for action.		
Course contents	Market Research /VO / Course no.: MFO1 / 2nd semester / ECTS: 2		

	The lecture on market research deals with the reappraisal of one' s own basic principles and approaches, while the exercise focuses on practical application. In addition to the definition of market research, fundamental areas such as tasks, areas of application and significance are theoretically prepared. Subsequently, the comprehensive research process is dealt with in its individual aspects theoretically and on the basis of a research problem: Problem definition, research design, planning and implementation (pilot studies, pre-tests, sampling, briefings), data collection, data entry and cleansing, evaluation, interpretation and final report.
	Market Research /UE / Course no.: MFO2 / 2nd semester / ECTS: 4 The lecture on market research deals with the reappraisal of one' s own basic principles and approaches, while the exercise focuses on practical application. In addition to the definition of market research, fundamental areas such as tasks, areas of application and significance are theoretically prepared. Subsequently, the comprehensive research process is dealt with in its individual aspects theoretically and on the basis of a research problem: Problem definition; research design; planning and implementation (pilot studies, pre-tests, sampling, briefings); data collection; data entry and cleansing; evaluation; interpretation; final report.

Course contents	Academic Research /SE / Course no.: MFO3 / 2nd semester / ECTS: 3 In the course on research, the main aim is to familiarize students with the special features, rules and principles of academic and research work. Students are prepared to write seminar papers independently and at an academic level. This preparation includes a focus on dealing with literature as well as discussions about the quality of academic research - especially the concepts of intellectual honesty and intersubjective comprehensibility. Supplementary teaching content may include topics such as types of literature, types of use and citation, as well as definitions of terms, theses and hypotheses, and the derivation and limitation of topics.
	Marketing Consolidation /ILV / Course no.: MFO4 / 3rd semester / ECTS: 5 Drawing on the fundamentals of strategic marketing planning, students gain knowledge for the efficient and effective handling of marketing problems. This is done by selecting a course of various specializations and includes, among other things, the organization, implementation and reflection of academic and application-oriented, comprehensive tasks in the field of marketing.
Teaching and learning methods	Market Research /VO / Course no.: MFO1 / 2nd semester / ECTS: 2 Lecture, group work, case studies, discussions, e-learning
	Market Research /UE / Course no.: MFO2 / 2nd semester / ECTS: 4 Exercises, group work, case studies, discussions
	Academic Research /SE / Course no.: MFO3 / 2nd semester / ECTS: 3 Seminar, group work, case studies, discussions, e-learning
	Marketing Consolidation /ILV / Course no.: MFO4 / 3rd semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Market Research /VO / Course no.: MFO1 / 2nd semester / ECTS: 2 Written exam and/or project
	Market Research /UE / Course no.: MFO2 / 2nd semester / ECTS: 4 Written exam and/or project
	Academic Research /SE / Course no.: MFO3 / 2nd semester / ECTS: 3 Written final paper
	Marketing Consolidation /ILV / Course no.: MFO4 / 3rd semester / ECTS: 5 Written exam

Module number:	**Content Creation**	**Scope:**	
COC		**10**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication		
Position in the curriculum	2nd semester		
	3rd semester		
Level	2nd semester: Introduction / 2nd semester: E-learning / 3rds semester: Consolidation		
Previous knowledge	2nd semester: None / 3rd semester: VO and UE content creation, ANM module		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Content Creation /VO / Course no.: COC1 / 2nd semester / ECTS: 2 • Pulizzi, J. (2014). Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. • Albee, A. (2015). Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Palgrave Macmillan. • Wäger, M. (2016). Grafik und Gestaltung: Design und Mediengestaltung von A-Z, Bonn: Reinwerk Design.		
	Content Creation 1 /UE / Course no.: COC2 / 2nd semester / ECTS: 4 • Pulizzi, J. (2014). Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. • Albee, A. (2015). Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Palgrave Macmillan. • Wäger, M. (2016). Grafik und Gestaltung: Design und Mediengestaltung von A-Z, Bonn: Reinwerk Design.		
	Content Creation 2 /UE / Course no.: COC3 / 3rd semester / ECTS: 4 • Pulizzi, J. (2014). Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. • Albee, A. (2015). Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Palgrave Macmillan. • Wäger, M. (2016). Grafik und Gestaltung: Design und Mediengestaltung von A-Z, Bonn: Reinwerk Design.		
Skills acquisition	Content Creation /VO / Course no.: COC1 / 2nd semester / ECTS: 2 Students know the tools for strategic planning and understand how to create relevant digital content. They understand how these contents are structured and prepared and can assess and integrate important trends.		
	Content Creation 1 /UE / Course no.: COC2 / 2nd semester / ECTS: 4 The students know about the effect of form, color and writing. They learn how to create and edit content with suitable software. They can independently recognize and evaluate the quality in the visual processing of media work.		
	Content Creation 2 /UE / Course no.: COC3 / 3rd semester / ECTS: 4 Students acquire in-depth knowledge in content creation and can develop recommendations for the optimization (e.g. usability, user experience) of content and channels.		
Course contents	Content Creation /VO / Course no.: COC1 / 2nd semester / ECTS: 2 The Content Creation lecture takes up basic terms, theories and concepts of content creation, which are further explored in the exercise. Students learn the basic concepts of content marketing (e.g. graphic and visual design, photo, video) for relevant channels.		
	Content Creation 1 /UE / Course no.: COC2 / 2nd semester / ECTS: 4 After the Content Creation exercise, students will be able to - Demonstrate and apply content creation principles - Analyze content - Develop content		

	Content Creation 2 /UE / Course no.: COC3 / 3rd semester / ECTS: 4 After the Content Creation 2 exercise, students will be able to - Consider user experience when creating content - Develop convincing content for different target groups.
Teaching and learning methods	Content Creation 1 /UE / Course no.: COC2 / 2nd semester / ECTS: 4 Integrated course, group work, case studies, discussions

Teaching and learning methods	
	Content Creation 2 /UE / Course no.: COC3 / 3rd semester / ECTS: 4 Exercises, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Content Creation /VO / Course no.: COC1 / 2nd semester / ECTS: 2 Written exam
	Content Creation 1 /UE / Course no.: COC2 / 2nd semester / ECTS: 4 Group work and/or presentation
	Content Creation 2 /UE / Course no.: COC3 / 3rd semester / ECTS: 4 Group work and/or presentation

Module number:	**Applied Communication**	**Scope:**	
ANK		**6**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication		
Position in the curriculum	3rd semester		
Level	3rd semester: Consolidation		
Previous knowledge	3rd semester: Module KMG		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Corporate Communications & PR /ILV / Course no.: ANK1 / 3rd semester / ECTS: 6 • Zerfaß, A., and Piwinger, M. (Eds.). (2014). Handbuch Unternehmenskommunikation: Strategie - Management – Wertschöpfung, Wiesbaden: Gabler. • Bernays, E. (2011). Propaganda. Die Kunst der Public Relations. Orange Press. • Kemming, J. D. and Rommerskirchen, J. (Eds.). (2019). Marken als politische Akteure. Wiesbaden: Springer Gabler. • Eisenegger, M. (2005). Reputation in der Mediengesellschaft. Konstitution – Issues Monitoring – Issues Management, Wiesbaden: Springer Fachmedien.		
Skills acquisition	Corporate Communications & PR /ILV / Course no.: ANK1 / 3rd semester / ECTS: 6 The students are able to link and strategically apply theoretical basic knowledge about the different steps of a successful, harmonized communication concept and corresponding communication instruments. Furthermore, they are able to create an integrated cross-media communication concept for corporate communication.		
Course contents	Corporate Communications & PR /ILV / Course no.: ANK1 / 3rd semester / ECTS: 6 In this course the students get an overview of the different disciplines of corporate communication. In particular, the new challenges facing traditional organizational structures through digital channels are addressed. Based on this, they learn to develop strategic communication processes and to present them analytically in a communication concept.		
Teaching and learning methods	Corporate Communications & PR /ILV / Course no.: ANK1 / 3rd semester / ECTS: 6 Integrated course, group work, case studies, discussions, e-learning		
Evaluation Methods Criteria	Corporate Communications & PR /ILV / Course no.: ANK1 / 3rd semester / ECTS: 6 Project work, final presentation, exam		

Module number:	**Management**	**Scope:**	
MGT		**10**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	3rd semester		
	4th semester		
Level	3rd semester: Introduction / 4th semester: Introduction		
Previous knowledge	3rd semester: None / 4th semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Introduction to Law /VO / Course no.: MGT1 / 3rd semester / ECTS: 3 • Bydlinski, P. (2010). Grundzüge des Privatrechts für Ausbildung und Praxis. Manz • Ferk, J., and Pollak, C. (2011). Grundzüge des Unternehmens- und Vertragsrechts Österreich/Slowenien. Hermagoras • Karl, H. (2010). Grundzüge des Urheber- und Verwertungsgesellschaftenrechts. Linde • Holoubek, M., Kassai, K., and Traimer, M. (2010). Grundzüge des Rechts der Massenmedien. Springer		
	Strategic Management /ILV / Course no.: MGT2 / 3rd semester / ECTS: 4 • Bolman, L.G., and Deal, T.E. (2017). Reframing Organizations: Artistry, Choice, and Leadership, Wiley • Mintzberg, H., Alsted, B., and Lampel, J. (2008). Strategy Safary. The complete guide through the wilds of strategic management, Pearson. • Andersen, T.J. (2013). Short introduction into Strategic Management, Cambridge University Press. • Titt, J. and Bessant, J. (2017). Managing Innovation: Integrated technological market and organizational change, Wiley.		
	Management Techniques /ILV / Course no.: MGT3 / 4th semester / ECTS: 3 • Steinmann H., Schreyögg G., Koch J. (2013). Management: Grundlagen der Unternehmensführung. Konzepte - Funktionen - Fallstudien. Springer Gabler. • Hammer R. (2015). Planung und Führung. Gebundenes Buch. De Gruyter Oldenbourg. • Malik F. (2014). Führen, Leisten, Leben: Wirksames Management für eine neue Zeit, Campus. • Pinnow, D. (2012). Führen: Worauf es wirklich ankommt, Springer Gabler. • Grubenhofer C. (2012). Leadership Branding. Wie Sie Führung wirksam in Ihr Unternehmen zu einer starken Marke machen, Springer Gabler		
Skills acquisition	Introduction to Law /VO / Course no.: MGT1 / 3rd semester / ECTS: 3 The students know the most important laws and legal bases for the planning and implementation of events, the conception and design of graphic or multimedia projects and the implementation of marketing measures. For this purpose, students will be introduced to the areas of Internet law, copyright law, event law and trademark law. This enables them to identify the legal issues of their projected everyday working life and to analyze them in line with the necessary precautions. Above all, they can thus avoid possible misconduct in connection with the implementation of projects and in the sense of relevant contract and copyright law from the outset.		
	Strategic Management /ILV / Course no.: MGT2 / 3rd semester / ECTS: 4 The students are prepared to take a critical look at central points of strategic management and to develop and formulate their own strategic options. The students are able to link these concepts with organizational theory and management theories in such a way that holistic problem solutions for complex entrepreneurial problems can be developed.		
	Management Techniques /ILV / Course no.: MGT3 / 4th semester / ECTS: 3		

	The students are able to network concepts from organizational theory and strategic management in such a way that holistic problem solutions for complex entrepreneurial problems can be developed. They are able to identify the conflicting goals between organizational design and strategic orientation. This gives them the ability to describe and work on problems in a multi-perspective way.
Course contents	Introduction to Law /VO / Course no.: MGT1 / 3rd semester / ECTS: 3 The introductory lecture from the legal field imparts knowledge of the Austrian legal system to the students. Basic knowledge that is relevant for

Course contents	business economists is taught in a manner adapted to the course of study and implemented in a practical way. Above all, sub-areas of private, corporate and company law are worked on. Constitution and principles, organs, functions, system of legal protection, liability provisions and contract law are only some of the terms defined, explained and discussed in the course. Students also gain an initial insight into the areas of commercial, corporate and competition law. The curriculum should also enable students to learn about relevant areas of law for the integrative case studies within the framework of this course - these include individual areas from the areas of copyright and event law and selected areas of commercial and corporate law. In order to provide students with in-depth and relevant legal knowledge, special areas of law for marketing specialists are selected. Examples of the individual areas would be: • Internet law • Copyright • Trademark law (intellectual property law) • Event law (including public law framework regulations)
	Strategic Management /ILV / Course no.: MGT2 / 3rd semester / ECTS: 4 This course combines management models, and strategic and innovation management. By linking these subject areas, students are prepared to analyze, discuss and reflect on organizations from the perspective of business administration. Central questions such as the definition of long-term goals, the selection of business areas or measures for survival in competition are to be jointly developed and discussed on the basis of detailed basic knowledge. In addition, the topics strategic fields, market & competition, organization and creativity/innovation and the development of business models are taught.
	Management Techniques /ILV / Course no.: MGT3 / 4th semester / ECTS: 3 In this course the contents of the courses of the module are linked with each other. The networking of these subject areas by didactically meaningful methods should illuminate the complexity and complexity of management from a functional perspective and prepare the students for the fact that the assumption of management tasks has more than only structural aspects on the one hand or social aspects on the other hand.
Teaching and learning methods	Introduction to Law /VO / Course no.: MGT1 / 3rd semester / ECTS: 3 Presentation, group work, case studies, discussions, e-learning
	Strategic Management /ILV / Course no.: MGT2 / 3rd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Management Techniques /ILV / Course no.: MGT3 / 4th semester / ECTS: 3 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Introduction to Law /VO / Course no.: MGT1 / 3rd semester / ECTS: 3 Written exam
	Strategic Management /ILV / Course no.: MGT2 / 3rd semester / ECTS: 4 Written exam and/or project work
	Management Techniques /ILV / Course no.: MGT3 / 4th semester / ECTS: 3 Written exam

Module number:	**Practice Transfer & Internationality**	**Scope:**	
PRA		**38**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Management Full-time		
Position in the curriculum	3rd semester		
	4th semester		
	6th semester		
Level	3rd semester: Consolidation / 4th semester: Consolidation / 6th semester: Consolidation		
Previous knowledge	3rd semester: Basic subjects / 4th semester: Basic subjects / 6th semester: Basic subjects		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 • Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. • Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrumim klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 • Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. • Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrumim klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	Bachelor Thesis Seminar /ILV / Course no.: PRA3 / 6th semester / ECTS: 4 • Saunders, M., Lewis, P., and Thornhill, A. (2015). Research Methods for Business Students, Financial Times. • Professional journals		
	Bachelor Thesis /SE / Course no.: PRA4 / 6th semester / ECTS: 6 • Saunders, M., Lewis, P., and Thornhill, A. (2015). Research Methods for Business Students, Financial Times. • Professional journals		
	Internship /BPR / Course no.: PRA5 / 6th semester / ECTS: 20 • Brenner, D. (2007). Schön, dass Sie da sind!: Karrierestart nach dem Studium. BW Verlag.		
Skills acquisition	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 Practical projects primarily serve to gather field experience. The first step is to raise awareness of the problem by making practical observations and analyses. Subsequently, individual problem-solving approaches should be formulated and, if necessary, pursued, thus enabling the students to acquire solution competence. While students can deepen and improve their subject-specific competences, complementary competences such as social competence, risk management, budgeting competence and economically responsible decision-making competence are also solidified.		
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 Practical projects primarily serve to gather field experience. The first step is to raise awareness of the problem by making practical observations and analyses. Subsequently, individual problem-solving approaches should be formulated and, if necessary, pursued, thus enabling the students to acquire solution competence. While students can deepen and improve their subject-specific competences, complementary competences such as social competence, risk management, budgeting competence and economically responsible decision-making competence are also solidified.		

	Bachelor Thesis Seminar /ILV / Course no.: PRA3 / 6th semester / ECTS: 4 The students are able to academically prepare a topic from the department of marketing and communication management and to independently work on a central question. The students' self-organization and time management skills are encouraged.
	Bachelor Thesis /SE / Course no.: PRA4 / 6th semester / ECTS: 6 The students are able to academically prepare a topic from the department of marketing and communication management and to independently work on a central question. The students' self-organization and time management skills are encouraged.

Skills acquisition	Internship /BPR / Course no.: PRA5 / 6th semester / ECTS: 20 The students can apply their acquired knowledge in professional practice. Both the understanding of processes in the professional environment and the implementation and solution of a project are learned (practical competence). Arguments, problem solutions and strategies independently (problem-solving competence) can be independently worked out and further developed. In addition, they deepen, further develop and profitably implement the knowledge of communication with superiors, employees and colleagues (social competence).
Course contents	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, or field experiences are obtained under the guidance of the course instructors. The students contribute their acquired knowledge and compare it with observations and experiences in the context of the integrative case studies. Based on a client briefing (by the course instructor or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructor if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students.
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, or field experiences are obtained under the guidance of the course instructors. The students contribute their acquired knowledge and compare it with observations and experiences in the context of the integrative case studies. Based on a client briefing (by the course instructor or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructor if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students.
	Bachelor Thesis Seminar /ILV / Course no.: PRA3 / 6th semester / ECTS: 4 Within a given period of time, the students should academically research a question relevant to their studies and education within the framework of a Bachelor thesis. Using academic methods, the topic is to be worked on and discussed independently - this takes place in an interdisciplinary context and in the form of a theoretical examination of an academic question. The Bachelor thesis can be written with a practical reference from the internship and thus academically and practically deal with a current and tangible problem.
	Bachelor Thesis /SE / Course no.: PRA4 / 6th semester / ECTS: 6 Within a given period of time, the students should academically research a question relevant to their studies and education within the framework of a Bachelor thesis. Using academic methods, the topic is to be worked on and discussed independently - this takes place in an interdisciplinary context and in the form of a theoretical examination of an academic question. The Bachelor thesis can be written with a practical reference from the internship and thus academically and practically deal with a current and tangible problem.
	Internship /BPR / Course no.: PRA5 / 6th semester / ECTS: 20 • Supplementing the theoretical knowledge of the students with practical activities and questions of commercial law in practice. • At least 500 working hours at an external company with full employment. • The internship ensures that the students are able to find their way around when they start their professional life and gain confidence in the implementation of their acquired knowledge through the experience they have already gained. • Processes, workflows and situations in the professional environment should be learned and understood. • Support of the students during their internship: Reflection, discussion of problems and success stories.
Teaching and learning methods	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4

	Project
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 Project

Teaching and learning methods	Bachelor Thesis Seminar /ILV / Course no.: PRA3 / 6th semester / ECTS: 4 Seminar, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 Project completion reports and presentation
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 Project completion reports and presentation
	Bachelor Thesis Seminar /ILV / Course no.: PRA3 / 6th semester / ECTS: 4 Participation
	Bachelor Thesis /SE / Course no.: PRA4 / 6th semester / ECTS: 6 Written paper (Bachelor thesis)
	Internship /BPR / Course no.: PRA5 / 6th semester / ECTS: 20 Written internship report

Module number:	**Media Competence**	**Scope:**	
MEK		**5**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	4th semester		
Level	4th semester: Consolidation		
Previous knowledge	4th semester: Module KMG, Module ANK		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Media Competence /VO / Course no.: MEK1 / 4th semester / ECTS: 2 • Hüffel, C. & Rohrer, A. & Wallner, A.-M. & Süssenbacher, D. (Hrsg.) (2017). Media and Politics: Zur Lage der Zukunft der Medien(-landschaft) in Österreich. Vienna: Holzhausen Verlag. • Beck, K. (2018). Das Mediensystem Deutschlands: Strukturen, Märkte, Regulierung. 2nd edition. Wiesbaden: Springer VS.		
	Media Competence /UE / Course no.: MEK2 / 4th semester / ECTS: 3 • Marx, S. A. (2019). Medienkompetenz. Vom selbstbestimmten Umgang mit den Medien. Baden Baden: Academia Verlag.		
Skills acquisition	Media Competence /VO / Course no.: MEK1 / 4th semester / ECTS: 2 The students know the structure and characteristics of the Austrian media landscape. They can identify and critically reflect on areas of media competence. Furthermore, they will be familiar with the economic networks of various media areas on a national and international level.		
	Media Competence /UE / Course no.: MEK2 / 4th semester / ECTS: 3 The students take a look behind the scenes of the media business. They get to know the media business in a practical way and independently design their media competence focuses of this exercise.		
Course contents	Media Competence /VO / Course no.: MEK1 / 4th semester / ECTS: 2 The students get to know and discuss current questions of media ethics. They critically reflect on their use of media, question structures and develop possible solutions. The students learn about the special features of the Austrian media landscape and the significance of the Austrian media in an international comparison. They recognize media quality and know about the influence and special features of Austrian media policy.		
	Media Competence /UE / Course no.: MEK2 / 4th semester / ECTS: 3 The contents learned in the VO will be deepened in a field trip. After working out various topics relevant to the field trip, they move from the lecture hall directly into the action. Depending on the location, visits to companies, media or other communication centers are planned.		
Teaching and learning methods	Media Competence /UE / Course no.: MEK2 / 4th semester / ECTS: 3 Exercises, group work, case studies, discussions, e-learning		
Evaluation Methods Criteria	Media Competence /VO / Course no.: MEK1 / 4th semester / ECTS: 2 Written exam		
	Media Competence /UE / Course no.: MEK2 / 4th semester / ECTS: 3 Excursion and presentation		

Module number:	**Marketing Management**	**Scope:**	
MMT		**6**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	4th semester		
Level	4th semester: Consolidation		
Previous knowledge	4th semester: Module MGL		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Advertising & Media Planning /ILV / Course no.: MMT1 / 4th semester / ECTS: 3 •Bak, P.M. (2019). Werbe- und Konsumentenpsychologie: Eine Einführung, Stuttgart: Schäfer-Poeschel. •Felser, G. (2015). Werbe- und Konsumentenpsychologie, Heidelberg: Springer Gabler. •Schnettler, J., and Wendt, G. (2015). Werbung und Kommunikation planen. Berlin: Cornelsen. •Decker A. (2019). Der Social-Media-Zyklus, Wiesbaden: Springer Gabler. •Grabs, A., Bannour, K.-P., and Vogl, E. (2018). Follow me!: Erfolgreiches Social Media Marketing mit Facebook, Instagram und Co., Bonn: Rheinwerk Computing. •Katz, H. (2019): The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying, Fifth Edition, London: Routledge		
	Marketing Management & Controlling /ILV / Course no.: MMT2 / 4th semester / ECTS: 3 •Bendle, N.T., Reibstein, D.J., Pfeifer, P.E. & Farris, P.W. (2016). Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 2nd edition, NJ: Pearson Education. •Davis, J.A. (2013). Measuring Marketing: 110+ Key Metrics Every Marketer Needs, 2nd edition, NJ: Wiley & Sons •Hofbauer, G., and Bergmann, S. (2013). Professionelles Controlling in Marketing und Vertrieb, Berlin, Frankfurt: Publicis Verlag. •Homburg, Ch. (2017). Marketing Management, Wiesbaden: Springer Gabler. •Kozielski, R. (2018). Mastering Market Analytics : Business Metrics – Practice and Application, Bingley: Emerald Publishing Limited.		
Skills acquisition	Advertising & Media Planning /ILV / Course no.: MMT1 / 4th semester / ECTS: 3 The students are able to analyze and evaluate a media plan. In addition to knowledge of marketing planning, the analysis of target groups and the market situation, students acquire the ability to define communication targets for advertising campaigns, to transfer these into media targets and to develop a media strategy using the media mix, to calculate the advertising budget and to take measures to monitor success. The knowledge of classic and new media channels, their benefit criteria and effects on the target group in an economic approach qualifies them for media planning and quality control.		
	Marketing Management & Controlling /ILV / Course no.: MMT2 / 4th semester / ECTS: 3 In order to impart in-depth marketing knowledge, students must be able to explain the principle of market-oriented business management. They understand that marketing as a management task covers different areas such as the definition of planning, control, monitoring and coordination of all marketing activities. After completing the course Marketing Management and Controlling, students will be able to question the effectiveness and efficiency of market-oriented business management. They know how the formulated goals are achieved and whether the selected measures represent the optimal way of achieving them. In order to measure the achievement of objectives, students are given an overview of possible KPIs in various areas of the company and can apply situation-relevant KPIs. The product management system is addressed as a snapshot and the associated company-internal processes are dealt with. Thus the students learn to recognize interdisciplinary, entrepreneurial connections and to represent the effect of marketing activities on the entrepreneurial success. Through the implementation and subsequent evaluation of practical tasks, the self-reflection of the students increases in relation to the situational context in which different marketing management and controlling models are applied.		
Course contents	Advertising & Media Planning /ILV / Course no.: MMT1 / 4th semester / ECTS: 3		

	The course Advertising and Media Planning as ILV deals in detail with the different "Above the line" and "Below the line" media and communication channels. Both classical media (e.g. print, TV, radio, out-of-home) and new media (e.g. Internet, social media) are processed on the basis of different points of view: (Origin) history, field of application, advertising effect, usage criteria,

Course contents	Media usage behavior, as well as advantages and disadvantages from different user perspectives. The competitive environment and costs are examined in detail so that the results can then be used efficiently and effectively in media planning. A thematic focus is the media of classical advertising. After the students have become familiar with the most important key figures of the media market (e.g. circulation, reach, average contacts (OTS), media weighting (GRP)), media planning is treated as a practical counterpart to theoretical preparation using appropriate examples.
	Marketing Management & Controlling /ILV / Course no.: MMT2 / 4th semester / ECTS: 3 In order to impart in-depth marketing knowledge, students are taught the principle of market-oriented business management. Marketing as a management task has to cover different areas - planning, controlling, monitoring and coordination define only some of the important aspects in the area of marketing management. Marketing controlling takes on the task of questioning the effectiveness and efficiency of this already mentioned market-oriented business management. The main issue here is whether the formulated goals will be achieved or whether the selected measures represent the optimal way of achieving them. In order to measure the achievement of objectives, students are given an overview of possible KPIs in various areas of the company and can apply situation-relevant KPIs. The students should be able to ask these questions, answer them and respond to the respective results. The product management system is also addressed as a snapshot and the associated company-internal processes are dealt with.
Teaching and learning methods	Advertising & Media Planning /ILV / Course no.: MMT1 / 4th semester / ECTS: 3 Integrated course, group work, case studies, discussions, e-learning
	Marketing Management & Controlling /ILV / Course no.: MMT2 / 4th semester / ECTS: 3 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Advertising & Media Planning /ILV / Course no.: MMT1 / 4th semester / ECTS: 3 Case study and/or presentation
	Marketing Management & Controlling /ILV / Course no.: MMT2 / 4th semester / ECTS: 3 Written exam and/or project work with presentation

Module number:	**Applied Marketing**	**Scope:**	
ANM		**12**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	4th semester		
Level	4th semester: Consolidation		
Previous knowledge	4th semester: Module MGL		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Omnichannel Marketing Communications /SE / Course no.: ANM1 / 4th semester / ECTS: 4 •Palmatier, R. W., Sividas, E., Stern, L. W., and El-Ansary, A. I. (2019). Marketing Channel Strategy: An Omni-channel Approach, London: Routledge Publishers. •Bruhn, M. (2018). Kommunikationspolitik: Systematischer Einsatz der Kommunikation für Unternehmen, Munich: Vahlen Verlag. •Meffert, H., Burmann, Ch., Kirchberg, M., and Eisenzeit, M. (2018). Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte – Instrumente – Praxisbeispiele, Wiesbaden: Springer Gabler.		
	Product Development & Service Design /UE / Course no.: ANM2 / 4th semester / ECTS: 4 •Ulrich K.T., and Eppinger S.D. (2019): Product Design and Development, Fifth Edition, NY.: McGraw-Hill •Scholz, U., Pastors, S., Becker, J. H., Hofmann D., and van Dun, R. (2018). Praxishandbuch Nachhaltige Produktentwicklung, Wiesbaden: Springer Gabler. •Trott, P. (2016). Innovation Management and New Product Development, Harlow: Pearson Education.		
	Online Marketing /SE / Course no.: ANM3 / 4th semester / ECTS: 4 • Lammenett E. (2019). Praxiswissen Online-Marketing: Affiliate, influencer, content and email marketing, Google Ads, SEO, social media, online including Facebook advertising. Wiesbaden: Springer Gabler. • Kreutzer, R. (2018). Praxisorientiertes Online-Marketing: Konzepte - Instrumente – Checklisten, Wiesbaden: Springer Gabler.		
Skills acquisition	Omnichannel Marketing Communications /SE / Course no.: ANM1 / 4th semester / ECTS: The students are able to independently create and operationalize integrated marketing concepts. They master the methods of marketing management in detail, know the advantages and disadvantages of the various communication channels (including online and e-marketing), can innovatively combine the various media and master the ability to implement the marketing methods and communication channels learned so far in the form of 360º communication. The knowledge acquired so far about the significance, usability and costs of communication channels is made applicable.		
	Product Development & Service Design /UE / Course no.: ANM2 / 4th semester / ECTS: 4 The development and design of new products and services is one of the most important and risky challenges facing companies. After this course, students will be able to name the stages of product development and explain how companies generate and implement ideas for new products.		
	Online Marketing /SE / Course no.: ANM3 / 4th semester / ECTS: 4 The students can estimate chances and risks of marketing measures on the internet. They know possible channels and game forms, such as search engine marketing (SEM) and social media marketing.		
Course contents	Omnichannel Marketing Communications /SE / Course no.: ANM1 / 4th semester / ECTS: 4		

	Based on the contents of the previous semesters, which dealt with both classical and new media and communication channels of internal and external corporate communication and the underlying marketing strategies, in this course the students learn the integrative combination of the different communication measures (thus also the interweaving of monological and dialogical) in theory and through case studies. Whereas the focus in the course Advertising and Media Planning was on classical media, the more complex dialogical media are in the foreground here.

Course contents	Product Development & Service Design /UE / Course no.: ANM2 / 4th semester / ECTS: 4 In this course, students become familiar with the principles and practices in product development, design, marketing and the introduction of new products and services. Students learn how to integrate (end) customers into this process, which concepts and tools can be used to support successful product development, which role the product life cycle plays and which marketing strategies can be applied in the individual phases of the product life cycle.
	Online Marketing /SE / Course no.: ANM3 / 4th semester / ECTS: 4 Online marketing measures are presented. From search engine marketing and e-mail marketing to marketing on one's own and other websites. Special features of these forms of marketing are addressed as well as target group approach, costs and impact measurement.
Teaching and learning methods	Omnichannel Marketing Communications /SE / Course no.: ANM1 / 4th semester / ECTS: 4 Seminar, group work, case studies, discussions, e-learning
	Product Development & Service Design /UE / Course no.: ANM2 / 4th semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Online Marketing /SE / Course no.: ANM3 / 4th semester / ECTS: 4 Seminar, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Omnichannel Marketing Communications /SE / Course no.: ANM1 / 4th semester / ECTS: 4 Case study, project work, exam
	Product Development & Service Design /UE / Course no.: ANM2 / 4th semester / ECTS: 4 Seminar paper and/or presentation
	Online Marketing /SE / Course no.: ANM3 / 4th semester / ECTS: 4 Written exam

Module number:	**International**	**Scope:**	
INT		**30**	
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Management Full-time		
Position in the curriculum	5th semester		
Level			
Previous knowledge			
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation			
Skills acquisition	Business Studies /ILV / Course no.: INT_BST / 5th semester / ECTS: 5 Above all, the personality-building aspect of the semester abroad is to be regarded as a beneficial acquisition of competence. In addition, foreign language skills are acquired, deepened and/or expanded. The ability to understand and adapt to other cultures also proves to be an effective teaching content of this module. Marketing and communication management are learned/understood in an international and intercultural context and are also expanded professionally through relevant courses.		
	Electives /ILV / Course no.: INT_EL / 5th semester / ECTS: 10 Above all, the personality-building aspect of the semester abroad is to be regarded as a beneficial acquisition of competence. In addition, foreign language skills are acquired, deepened and/or expanded. The ability to understand and adapt to other cultures also proves to be an effective teaching content of this module. Marketing and communication management are learned/understood in an international and intercultural context and are also expanded professionally through relevant courses.		
	Marketing & Communications /ILV / Course no.: INT_MKT / 5th semester / ECTS: 15 Above all, the personality-building aspect of the semester abroad is to be regarded as a beneficial acquisition of competence. In addition, foreign language skills are acquired, deepened and/or expanded. The ability to understand and adapt to other cultures also proves to be an effective teaching content of this module. Marketing and communication management are learned/understood in an international and intercultural context and are also expanded professionally through relevant courses.		
Course contents	Business Studies /ILV / Course no.: INT_BST / 5th semester / ECTS: 5 During their stay abroad at the partner university, the students must complete courses in the field of "Business Studies" totaling 4 ECTS - the teaching agreements must be agreed in advance with the director of study course by means of the Learning Agreement.		
	Electives /ILV / Course no.: INT_EL / 5th semester / ECTS: 10 During their stay abroad at the partner university, the students must complete courses in the field of "Electives" to the extent of 10 ECTS - the teaching agreements must be agreed in advance with the director of study course by means of the Learning Agreement.		
	Marketing & Communications /ILV / Course no.: INT_MKT / 5th semester / ECTS: 15 During their stay abroad at the partner university, the students must complete 15 ECTS courses in the field of "Marketing & Communications" - the teaching agreements must be agreed in advance with the director of study course by means of the Learning Agreement.		

2.3.2 Module descriptions Part-time

Module number:	**Fundamentals of Communication Management**	**Scope:**	
KMG		**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
Level	1st semester: Introduction		
Previous knowledge	1st semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Communication Theory /VO / Course no.: KMG1 / 1st semester / ECTS: 4 •Merten, K. (1999). Einführung in die Kommunikationswissenschaft. Volume 1: Grundlagen der Kommunikationswissenschaft. Münster: Lit Verlag. •Burkart, R. (2019). Kommunikationswissenschaft. 5th edition, Vienna, Cologne, Weimar: Böhlau UTB. •Bonfadelli, H., Jarren, O., and Siegert, G. (Eds.). (2010). Einführung in die Publizistikwissenschaft. Stuttgart: Haupt UTB. •Burkart, R., and Hömberg, W. (2015). Kommunikationstheorien: Ein Textbuch zur Einführung. 8th edition. Vienna: new academic press.		
	Media Theory /ILV / Course no.: KMG2 / 1st semester / ECTS: 4 •Böhn, A., and Seidler, A. (2008). Mediengeschichte: Eine Einführung. Tübingen: Narr Verlag. •Hartmann, F. (2008). Medien und Kommunikation. Stuttgart: UTB. •Mersch, D. (2009). Medientheorien zur Einführung. Hamburg: Junius Verlag •Manovich, L. (2002). The language of new media. Cambridge, Mass.: MIT Press.		
	Media Esthetics /ILV / Course no.: KMG3 / 1st semester / ECTS: 4 •Sturken, M., and Cartwright, L. (2009). Practices of looking: an introduction to visual culture. New York: Oxford University Press. •Manovich, L. (2013). Software takes command: extending the language of new media. New York: Bloomsbury.		
Skills acquisition	Communication Theory /VO / Course no.: KMG1 / 1st semester / ECTS: 4 The students understand the structure of communicative processes and can also look at them analytically. In addition to psychological, interpersonal models, the focus is on mass media communication processes. The preparation of the theories and models aims at transfer, analysis and application competence and generally at a better understanding of the often automated communication processes.		
	Media Theory /ILV / Course no.: KMG2 / 1st semester / ECTS: 4 The students are able to remember central aspects of the history of media and understand definitions of media. In addition, the students know media theory positions, can classify them and can reflect them critically. They also apply this theoretical knowledge to the analysis and discussion of media situations. The function and effect of the media is conveyed, clarified and explained on the basis of different theoretical approaches.		
	Media Esthetics /ILV / Course no.: KMG3 / 1st semester / ECTS: 4 The students are able to analyze media-influenced esthetic perception processes and apply this knowledge to the construction of media artefacts. Central to this are the connections between the senses and perception, between style and taste formation as well as the resulting concepts of representation and visual culture. Application competencies for the acquired knowledge are consolidated through examples with a focus on new media.		

Course contents	Communication Theory /VO / Course no.: KMG1 / 1st semester / ECTS: 4 The comprehensive field of communication is tackled in the course Communication Theory and prepared as a foundation for further studies. In addition to definitions of terms, the following are also used in particular •Communication models (e.g. stimulus response, Maletzke, Lasswell formula),

Course contents	communication square, etc.) •Communication theories (e.g. agenda setting, gatekeeper, news factors, spiral of silence, etc.) •The book deals with the effects of communication and the ways of thinking of Luhmann, Habermas and Watzlawick. The theoretical preparation and subsequent exercises ensure an understanding of communication in practice.
	Media Theory /ILV / Course no.: KMG2 / 1st semester / ECTS: 4 In the introductory course in the field of media, the areas of history, development and mode of action are addressed above all, and, building on the standard works of media theory, both individual and mass media are dealt with. The topics are presented through central positions of relevant media theorists - this circumstance promotes the students' independent academic approach with the aim of understanding various media theories, critically reflecting on media developments and being able to apply the results in practice in both corporate communication and marketing. The following categories are the main teaching contents: •Media history and definitions •Significance of technology-based media (new/digital media) •Media theories according to Marschall McLuhan, Lev Manovich, Niklas Luhmann
	Media Esthetics /ILV / Course no.: KMG3 / 1st semester / ECTS: 4 An important part of the course is the influence of the media on social and cultural self-understanding. The interplay of sensory perception and the formation of taste plays just as central a role as technical reproducibility and the concept of representation. The reciprocal relationship between technology and media is also reflected in the context of style and sensory perception. Specific topics such as the reciprocal influence of the esthetic, material and formal composition of media or both the design and effect of media artefacts are to be developed within the framework of the course through literature studies and practical exercises by the students.
Teaching and learning methods	Communication Theory /VO / Course no.: KMG1 / 1st semester / ECTS: 4 Lecture, group work, case studies, discussions, e-learning
	Media Theory /ILV / Course no.: KMG2 / 1st semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Media Esthetics /ILV / Course no.: KMG3 / 1st semester / ECTS: 4 Integrated course, group work, discussions, e-learning
Evaluation Methods Criteria	Communication Theory /VO / Course no.: KMG1 / 1st semester / ECTS: 4 Written exam, online tests
	Media Theory /ILV / Course no.: KMG2 / 1st semester / ECTS: 4 Written exam, online tests
	Media Esthetics /ILV / Course no.: KMG3 / 1st semester / ECTS: 4 Written exam, online tests

Module number:	**Social Competency**	**Scope:**	
SKT		**5**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
Level	1st semester: Introduction		
Previous knowledge	1st semester: none / 1st semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Project Management /ILV / Course no.: SKT1 / 1st semester / ECTS: 2 • Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. • Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrumim klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 • Reynolds, G. (2011). Presentation Zen: Simple Ideas on Presentation Design and Delivery, New Riders. • Dall, M. (2014). Sicher präsentieren - wirksamer vortragen. Redline Wirtschaft. • Renz, K. C. (2016). Das 1 x 1 der Präsentation: Für Schule, Studium und Beruf. 2nd edition, Kindle. Springer Gabler. • Schulenburg, N. (2018). Exzellent präsentieren: Die Psychologie erfolgreicher Ideenvermittlung – Werkzeuge und Techniken für herausragende Präsentationen. Springer Gabler.		
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 • Schulz von Thun, F. (2004). Miteinander reden (Volume 1 – 3). Rororo • Bender S. (2015). Team development: Der effektive Weg zum "Wir", Beck-Wirtschaftsberater im dtv.		
Skills acquisition	Project Management /ILV / Course no.: SKT1 / 1st semester / ECTS: 2 The students can define, conceive, plan, implement and evaluate complex projects. Planning and control in the areas of resources and budget is conveyed in a practical way. The students are able to plan and carry out projects holistically and with consideration of the critical aspects.		
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 The students have practical knowledge for the preparation and implementation of professional presentations using various media.		
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Following the course, students will have practical skills in team building and group dynamics, will be able to steer groups, lead small teams and know approaches to personnel management. The different theories about working in a team should help to facilitate practical implementation.		
Course contents	Project Management /ILV / Course no.: SKT1 / 1st semester / ECTS: 2 After the basic definition of the project management functions in the context of a marketing and communication project, the students are introduced to their practical use. In particular, the tasks of the project manager and the most important project management tools and methods are discussed. The course content includes the project concept and project types as well as performance planning, resource and cost planning, project organization, IT-supported project documentation and the concluding project manual.		
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 After a short theoretical introduction, case studies and practical exercises are used to familiarize students with oral and media-supported communication. Particular attention is paid to content preparation (structure, thread, target group orientation, core message) and presentation to the audience (language, body language, creativity, targeted use of media).		

	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Under the supervision of the lecturers, the students are to be integrated as a group into the new context of a university and the associated new environment in order to consolidate both their entry and their cooperation from the outset. Students thus acquire the ability to better understand interpersonal communication processes,

Course contents	to make expectations and conditions transparent and conscious in the new context, and to work more efficiently.
Teaching and learning methods	Project Management /ILV / Course no.: SKT1 / 1st semester / ECTS: 2 Integrated course, group work, case studies, discussions, e-learning
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 Integrated course, group work, case studies, discussions, e-learning
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Integrated course, group work, discussions
Evaluation Methods Criteria	Project Management /ILV / Course no.: SKT1 / 1st semester / ECTS: 2 Project work and/or presentation
	Presentation Techniques /ILV / Course no.: SKT2 / 1st semester / ECTS: 2 Presentation
	Teambuilding /ILV / Course no.: SKT3 / 1st semester / ECTS: 1 Participation

Module number:	**Fundamentals of Economics**	**Scope:**	
WWI		**8**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
Level	1st semester: Introduction		
Previous knowledge	1st semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 •Vahs, D./ Schäfer-Kunz, J. (2015): Einführung in die Betriebswirtschaftslehre, 7th ed. •Thommen, J.-P./ Achleitner, A.-K./ et. Al. (2017): Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht, 8th ed. •Schweitzer, M./ Baumeister, A. (2015): Allgemeine Betriebswirtschaftslehre, 11th ed. •Hutzschenreuter, T. (2015): Allgemeine Betriebswirtschaftslehre, 6th ed. •Wöhe, G./ Döring, U./ Brösel, G. (2016): Einführung in die Allgemeine Betriebswirtschaftslehre, 26th ed. •Weber, W./ Kabst, R./ Baum, M. (2018): Einführung in die Betriebswirtschaftslehre, 10th ed.		
	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 •Pindyck, R. S., & Rubinfeld, D. L. (2018). Mikroökonomie. Pearson Deutschland GmbH • Varian, H. R. (2014). Grundzüge der Mikroökonomik. Walter de Gruyter GmbH & Co KG.Deutschland GmbH. • Münter, M.T. (2018), Mikroökonomie, Wettbewerb und strategisches Verhalten. UTB GmbH • Natrop, J. (2012). Grundzüge der angewandten Mikroökonomie. Walter de Gruyter GmbH & Co KG.Deutschland GmbH		
	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 • Buchholz, L./ Gerhards, R. (2016): Internes Rechnungswesen, Kosten- und Leistungsrechnung, Betriebsstatistik und Planungsrechnung • Deimel, K./ Erdmann, G./ Isemann, R./ Müller, S. (2017): Kostenrechnung, Das Lehrbuch für Bachelor, Master und Praktiker • Geirhofer, S./ Hebrank, C. (2016): Grundlagen Buchhaltung und Bilanzmanagement, 4th ed. • Coenenberg, A.G./ Haller, A./ Et. Al. (2018): Einführung in das Rechnungswesen: Grundlagen der Buchführung und Bilanzierung, 7th ed. • Wedell, H./ Dilling, A.A. (2018): Grundlagen des Rechnungswesens, 16th ed. Breidenbach, K., & Währisch, M. (2017): Buchhaltung und Jahresabschluss, 4th ed. • Schmidt, M., Auer, B., & Schmidt, P. (2012): Buchführung und Bilanzierung: Eine anwendungsorientierte Einführung		
Skills acquisition	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 professional-academic competences: The students: •Identify the different business subareas •Understand the fundamentals of marketing •Understand the fundamentals of personnel management •Know the structure of a business and typical business processes and are familiar with the basic constitutive factors of a business •Recognize relationships in the sense of the various relationships between the business functions •Can clearly differentiate central business terms from each other • Identify the most important constitutional and functional corporate decisions		
	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 The students: • Can address fundamental management problems from an economic perspective • Are able to analyze decisions under uncertainty • Can develop strategic decisions based on economic models • Can assess the impact of digital technologies and products on a company's cost structure and formation of market forms		

	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 External accounting: The students: • Know the fundamentals of mapping business decisions in the

Skills acquisition	accounting system • Know and understand the basic concepts and subareas of accounting • Understand the technology and internal structure of double-entry bookkeeping • Can assess the structure of an accounting system and the characteristics of different account types • Can make simple business postings to balance sheet and profit and loss accounts and create posting records • Recognize the significant effects of business transactions on the balance sheet and income statement Internal Accounts: The students: • Know the tasks and solutions of cost and revenue accounting with its subsystems (cost element, cost center and cost unit accounting) • Can differentiate the terms payments - disbursements, revenues - expenses, revenue - expenses from each other • Can describe the organizational structure of a cost accounting system and the main cost accounting systems • Know the systems of cost accounting (partial and full cost accounting).
Course contents	<u>Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2</u> •Overview and context analysis of the most important subareas in business administration •Subject and principles of business administration: •Operational functional areas - Business decision theory - Fundamentals of Management and Ethics - Fundamentals of Human Resources and Organization - Marketing Fundamentals •Fundamentals of: - Constitutive company decisions such as legal forms, location decisions, types of mergers and acquisitions and choice of business segment - Functional company decisions: Materials management, production management, marketing • Fundamentals of business value creation processes and functions (value creation architecture and structure) • Fundamentals of market-oriented, process-oriented and strategy-oriented management
	<u>Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2</u> • Microeconomics and the behavior of managers and companies • Price and product policy of the company • Elementary principles of game theory • Company organization • Market Forms & Market Entry • Decisions under uncertainty • Behavioral economics • Economy of digitization
	<u>Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4</u> External accounting: • Structure of the accounting system • Fundamentals of operational accounting: Tasks, sub-areas and basic concepts • Commercial accounting system: From inventory to opening balance sheet • Double-entry accounting system: Posting business cases to inventory and profit and loss accounts • Organization of bookkeeping (chart of accounts, sales tax, etc.) • Principle of period purity and accruals and deferrals Internal accounting: • Objectives and basic concepts of cost and revenue accounting • Fundamentals of cost and revenue accounting: Tasks, components and subareas • Structure of cost accounting (cost elements, cost centers, cost objects) • Contribution margin accounting

Teaching and learning methods	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 Lecture, group work, case studies, discussions, e-learning
	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 Lecture, group work, case studies, discussions, e-learning
	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Introduction to BWL /VO / Course no.: WWI1 / 1st semester / ECTS: 2 Written exam

Evaluation Methods Criteria	Introduction to VWL /VO / Course no.: WWI2 / 1st semester / ECTS: 2 Written exam
	Introduction to Accounting and Finance /ILV / Course no.: WWI3 / 1st semester / ECTS: 4 Written exam

Module number:	**Management**	**Scope:**	
MGT		**8**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
	2nd semester		
Level	1st semester: Introduction / 2nd semester: Introduction		
Previous knowledge	1st semester: None / 2nd semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Introduction to Law /ILV / Course no.: MGT1 / 1st semester / ECTS: 2 • Bydlinski, P. (2010). Grundzüge des Privatrechts für Ausbildung und Praxis. Manz • Ferk, J., and Pollak, C. (2011). Grundzüge des Unternehmens- und Vertragsrechts Österreich/Slowenien. Hermagoras • Karl, H. (2010). Grundzüge des Urheber- und Verwertungsgesellschaftenrechts. Linde • Holoubek, M., Kassai, K., and Traimer, M. (2010). Grundzüge des Rechts der Massenmedien. Springer		
	Strategic Management /ILV / Course no.: MGT2 / 2nd semester / ECTS: 6 • Bolman, L.G., and Deal, T.E. (2017). Reframing Organizations: Artistry, Choice, and Leadership, Wiley • Mintzberg, H., Alsted, B., and Lampel, J. (2008). Strategy Safary. The complete guide through the wilds of strategic management, Pearson. • Andersen, T.J. (2013). Short introduction into Strategic Management, Cambridge University Press. • Titt, J. and Bessant, J. (2017). Managing Innovation: Integrated technological market and organizational change, Wiley		
Skills acquisition	Introduction to Law /ILV / Course no.: MGT1 / 1st semester / ECTS: 2 The students know the most important laws and legal bases for the planning and implementation of events, the conception and design of graphic or multimedia projects and the implementation of marketing measures. For this purpose, students will be introduced to the areas of Internet law, copyright law, event law and trademark law. This enables them to identify the legal issues of their projected everyday working life and to analyze them in line with the necessary precautions. Above all, they can thus avoid possible misconduct in connection with the implementation of projects and in the sense of relevant contract and copyright law from the outset.		
	Strategic Management /ILV / Course no.: MGT2 / 2nd semester / ECTS: 6 The students are prepared to take a critical look at central points of strategic management and to develop and formulate their own strategic options. The students are able to link these concepts with organizational theory and management theories in such a way that holistic problem solutions for complex entrepreneurial problems can be developed.		

Course contents	Introduction to Law /ILV / Course no.: MGT1 / 1st semester / ECTS: 2 The introductory lecture from the legal field imparts knowledge of the Austrian legal system to the students. Basic knowledge that is relevant for business economists is taught in a way that is adapted to the course of study and implemented in a practical manner. Above all, sub-areas of private, corporate and company law are worked on. Constitution and principles, organs, functions, system of legal protection, liability provisions and contract law are only some of the terms defined, explained and discussed in the course. Students also gain an initial insight into the areas of commercial, corporate and competition law. The curriculum should also enable students to acquire knowledge about relevant areas of law for integrative case studies within the framework of this course - this includes individual areas from the areas of copyright and event law and selected areas of commercial and corporate law. In order to provide students with in-depth and relevant legal knowledge, special areas of law for marketing specialists are selected. Examples of the individual areas would be: • Internet law • Copyright • Trademark law (intellectual property law) • Event law (including public law framework regulations)

Course contents	Strategic Management /ILV / Course no.: MGT2 / 2nd semester / ECTS: 6 This course combines management models, and strategic and innovation management. By linking these subject areas, students are prepared to analyze, discuss and reflect on organizations from the perspective of business administration. Central questions such as the definition of long-term goals, the selection of business areas or measures for survival in competition are to be jointly developed and discussed on the basis of detailed basic knowledge. In addition, the topics of strategic fields, market & competition, organization and creativity/innovation and the development of business models are taught.
Teaching and learning methods	Introduction to Law /ILV / Course no.: MGT1 / 1st semester / ECTS: 2 Integrated course, group work, case studies, discussions, e-learning
	Strategic Management /ILV / Course no.: MGT2 / 2nd semester / ECTS: 6 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Introduction to Law /ILV / Course no.: MGT1 / 1st semester / ECTS: 2 Written exam
	Strategic Management /ILV / Course no.: MGT2 / 2nd semester / ECTS: 6 Written exam and/or project work

Module number:	**Languages**	**Scope:**	
SPR		**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	1st semester		
	2nd semester		
	3rd semester		
Level	1st semester: A1 to C2 (GER) / 2nd semester: A1 to C2 (GER) / 3rd semester: A1 to C2 (GER)		
Previous knowledge	1st semester: Part-time: English Module with target B2/C1: Level B1 (GER) or English advanced course required 2nd semester: Part-time: English Module with target B2/C1: Level B1 (GER) or English advanced course required 3rd semester: Part-time: English Module with target B2/C1: Level B1 (GER) or English advanced course required		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	English 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 All modules and levels: Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		
	English 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 All modules and levels: Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media		

Literature recommendation	English 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4 All modules and levels: Course book - by arrangement; authentic materials, e.g. from English language journals (including specialist journals), newspapers and online media
Skills acquisition	English 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words
	English 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can

	Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Skills acquisition	<u>English 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4</u> The modules are designed according to the Common European Framework of Reference for Languages (CEFR). In the modules, students will acquire the language skills and develop the skills necessary for a business-oriented professional or academic activity. The following competences are taught according to CEFR, i.e. after completion of the module, successful graduates will have mastered the following activities: A1 - Beginner Can understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Can introduce him/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and can answer questions of this kind. Can communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Can communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Can describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Can understand the main points when clear standard language is used and when it comes to familiar matters from work, school, leisure, etc. Can cope with most situations encountered when travelling in the area where the language is spoken. Can express himself/herself simply and coherently on familiar topics and personal areas of interest. Can report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Can understand the main contents of complex texts on concrete and abstract topics; also understands technical discussions in his/her own special field. Can communicate so spontaneously and fluently that a normal conversation with native speakers is possible

Skills acquisition	without much effort on both sides. Can express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Can understand a wide range of demanding, longer texts and also grasp implicit meanings. Can express him/herself fluently and spontaneously without having to search for words more often. Can use the language effectively and flexibly in social and professional life or in education and studies. Can express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Can easily understand practically anything he/she reads or hears. Can summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Can express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	<u>English 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
	<u>English 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping,

	work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.
Course contents	<u>English 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4</u> A1 - Beginner Understand and use familiar everyday expressions and very simple sentences aimed at satisfying specific needs. Introduce himself/herself and others and ask other people questions about him/herself - e.g. where he/she lives, people he/she knows or things he/she has - and answer questions of this kind. Communicate in a simple way if the interlocutors speak slowly and clearly and are willing to help. A2 - Basic knowledge Understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. personal and family information, shopping, work, local area). Communicate in simple, routine situations involving a simple and direct exchange of information on familiar and common matters. Describe with simple language his/her own background and education, immediate environment and things related to immediate needs. B1 - Advanced language use Use clear standard language and communicate on familiar matters from work, school, leisure, etc. Apply relevant conversation skills for travel in the area in which the language is spoken. Express himself/herself simply and coherently on familiar topics and personal areas of interest. Report on experiences and events, describe dreams, hopes and goals and give brief reasons or explanations for plans and views. B2 - Independent use of language Express the main contents of complex texts on concrete and abstract topics; participate in technical discussions in his/her own special field. Communicate so spontaneously and fluently that a normal conversation with native speakers is possible without much effort on both sides. Express himself/herself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and indicate the advantages and disadvantages of different options. C1 - Expert language skills Understand a wide range of demanding, longer texts and also grasp implicit meanings. Express himself/herself fluently and spontaneously without having to search for words more often. Use the language effectively and flexibly in social and professional life or in education and studies. Express himself/herself clearly, in a structured and detailed manner on complex matters, using various means of text linking as appropriate. C2 - Approximate mother-tongue knowledge Effortless communication in all language situations. Summarize information from various written and oral sources, presenting reasons and explanations in a coherent presentation. Express himself/herself spontaneously, very fluently and precisely, and can also make clear finer nuances of meaning in more complex situations.

Teaching and learning methods	English 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 Integrated course, group work, case studies, discussions, e-learning
	English 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
	English 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	English 1 /ILV / Course no.: SPR1 / 1st semester / ECTS: 3 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	English 2 /ILV / Course no.: SPR2 / 2nd semester / ECTS: 5 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.
	English 3 /ILV / Course no.: SPR3 / 3rd semester / ECTS: 4 The performance and competence of the students in reading comprehension, listening comprehension, written expression, oral expression and the quality of their cooperation (also online) are taken into account for the assessment.

Module number:	**Marketing Fundamentals**	**Scope:**	
MGL		**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	2nd semester		
Level	2nd semester: Introduction		
Previous knowledge	2nd semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Strategic Marketing & Marketing Planning /ILV / Course no.: MGL1 / 2nd semester / ECTS: •Kotler, P., Amstrong, G., Harris, L.C., and Piercy, N., J. (2019). Grundlagen des Marketing. 7th edition, Essex: Pearson Studium. •Homburg, Ch. (2017). Marketing Management. Strategie – Instrumente - Umsetzung - Unternehmensführung, 6th edition, Wiesbaden: Springer Gabler. •Wirtz, J., and Lovelock, Ch. (2016). Services Marketing: People, Technology, Strategy, 8th edition, Singapur: World Scientific Publication. •Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management, Hallbergmoos: Pearson Deutschland GMBH.		
	Branding & Positioning /ILV / Course no.: MGL2 / 2nd semester / ECTS: 4 •Keller, K.L., Parameswaran, A.M.G., and Jacob, I. (2016). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, NY: Pearson. •Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management, Hallbergmoos: Pearson Deutschland GMBH. •Esch, F.-R. (2018). Strategie und Technik der Markenführung, 9th revised and expanded edition, Munich: Verlag Vahlen.		
	Advertising Psychology /ILV / Course no.: MGL3 / 2nd semester / ECTS: 4 •Felser, G. (2015). Werbe- und Konsumentenpsychologie, Heidelberg: Springer Verlag. •Kroeber-Riel, W., and Gröppel-Klein, A. (2019). Konsumentenverhalten, 11th edition, Munich: Vahlen Verlag. •Foscht, T., Swoboda, B., Schramm-Klein, H. (2017). Käuferverhalten: Grundlagen – Perspektiven – Anwendungen, 6th edition, Wiesbaden: Springer Verlag. •Bak, P.M. (2019). Werbe- und Konsumentenpsychologie: Eine Einführung, 2nd edition, Stuttgart: Schäfer-Poeschel.		
Skills acquisition	Strategic Marketing & Marketing Planning /ILV / Course no.: MGL1 / 2nd semester / ECTS: The course Strategic Marketing and Marketing Planning concentrates on preparing students for the advanced modules of their studies. The students are familiar with the entire range of marketing instruments and how they can be used in marketing practice. They understand which marketing theories underlie the marketing process and strategic instruments. The students understand strategic marketing considerations and have a basic understanding of entrepreneurial thinking.		
	Branding & Positioning /ILV / Course no.: MGL2 / 2nd semester / ECTS: 4 The students get to know the basic strategies of brand management, can describe them and subsequently apply them. In addition, the students gain knowledge of various strategies for the successful positioning of products and services in the local and global market environment.		
	Advertising Psychology /ILV / Course no.: MGL3 / 2nd semester / ECTS: 4 The students understand the influence of human behavior on the perception and success of advertising. By linking psychological research competences and the knowledge of human behavior, students are able to analyze marketing measures for their target-group-specific preparation, to recognize reception patterns and to plan their own communication measures accordingly.		
Course contents	Strategic Marketing & Marketing Planning /ILV / Course no.: MGL1 / 2nd semester / ECTS: 4		

	The course Strategic Marketing and Marketing Planning addresses basic concepts, theories and concepts in the eLearning modules, and these are further deepened in the classroom course. The students learn to understand the basic concepts of marketing such as needs, desires, demand, benefit promises and through the inclusion of the STM Models (Segmentation, Targeting & Positioning Model) the marketing management process becomes an understandable cycle. For an optimal

Course contents	basis, the marketing mix and the customer journey are also used as central instruments. Once the fundamentals have been worked out, the position of marketing in strategic planning is examined in more detail. Strategies for successful positioning, growth potential or implementation of market positioning, for example, are incorporated into the overall concept and the necessary tools such as SWOT analysis, portfolio or Ansoff matrix are used.
	Branding & Positioning /ILV / Course no.: MGL2 / 2nd semester / ECTS: 4 The course provides an introduction and background to strategic brand management from a marketing and business perspective. Fundamental concepts such as brand development, brand building, brand management, the developments of a brand value are discussed theoretically and on the basis of case studies. The importance of differentiation for the brand and the subsequent brand management is also discussed. Through practical examples, the students learn how brands are built and designed.
	Advertising Psychology /ILV / Course no.: MGL3 / 2nd semester / ECTS: 4 The course Advertising Psychology focuses on aspects of consumer psychology that form the basis for understanding consumer behavior. The focus here is on theories of consumer behavior that originate, for example, from the areas of activating processes (emotion, motivation, attitude), cognitive processes (reception, processing, and storage of information), or decision behavior as an interaction. During the course, methods for researching market experience and behavior are presented and a cornerstone is laid for understanding the effects of communication measures. Students are familiarized with important terms such as motivation, image, emotion, cognition or activation within the framework of this course and develop various theoretical approaches (e.g. perception, emotion, learning or attitude theory) on the basis of concrete tasks. This provides a basis for the analysis of the practical implementation (e.g. color and shape effect in print advertising). In this way, students are prepared to understand consumer behavior, to recognize connections between communication, marketing and consumer behavior, and to apply and implement these findings in practice.
Teaching and learning methods	Strategic Marketing & Marketing Planning /ILV / Course no.: MGL1 / 2nd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Branding & Positioning /ILV / Course no.: MGL2 / 2nd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Advertising Psychology /ILV / Course no.: MGL3 / 2nd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Strategic Marketing & Marketing Planning /ILV / Course no.: MGL1 / 2nd semester / ECTS: 4 Presentation and/or seminar paper, online test
	Branding & Positioning /ILV / Course no.: MGL2 / 2nd semester / ECTS: 4 Presentation and/or seminar paper, online tests
	Advertising Psychology /ILV / Course no.: MGL3 / 2nd semester / ECTS: 4 Written exam

Module number:	**Market Research**	**Scope:**	
MFO		**18**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	2nd semester		
	5th semester		
	6th semester		
Level	2nd semester: Introduction / 5th semester: Consolidation / 6th semester: Consolidation		
Previous knowledge	2nd semester: None / 5th semester: Modules MGL & MMT, LV Market Research / 6th semester: Course in Marketing Consolidation		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Market Research /ILV / Course no.: MFO1 / 2nd semester / ECTS: 4 •Fuß, A., Wilder, R., and Kreis, H. (2018). Marktforschung: Datenerhebung und Datenanalyse, Wiesbaden: Springer Gabler. •Raab, G., Unger A., and Unger, F. (2018). Methoden der Marketing-Forschung: Grundlagen und Praxisbeispiele, Wiesbaden: Springer Gabler. •Koch, J., Gebhardt, P., and Reidmüller, F. (2016). Marktforschung: Grundlagen und praktische Anwendungen, Berlin: De Gruyter Oldenbourg. •Grunwald, G., and Hempelmann, B. (2012). Angewandte Marktforschung: Eine praxisorientierte Einführung. Munich: De Gruyter Oldenbourg.		
	Academic Research /ILV / Course no.: MFO2 / 2nd semester / ECTS: 3 • Saunders, M., Lewis, P., and Thornhill, A. (2015). Research Methods for Business Students, Financial Times.		
	Marketing Consolidation /ILV / Course no.: MFO3 / 5th semester / ECTS: 5 • Kotler, P., Keller, K.L., and Opresnik, M.O. (2017). Marketing-Management: Konzepte - Instrumente – Unternehmensfallstudien, Pearson Studium • Esch, F.-R. (2018). Strategie und Technik der Markenführung. Munich: Vahlen Verlag.		
	Marketing Competence /SE / Course no.: MFO4 / 6th semester / ECTS: 6 • Schnettler, J., and Wendt, G. (2015). Marketingkompetenz: Werbung und Kommunikation planen: Konzeption, Media und Kreation, Berlin: Cornelson.		
Skills acquisition	Market Research /ILV / Course no.: MFO1 / 2nd semester / ECTS: 4 The students know the state-of-the-art principles, approaches and techniques of quantitative and qualitative (psychological) market research in theory as well as their implementation.		
	Academic Research /ILV / Course no.: MFO2 / 2nd semester / ECTS: 3 The students acquire basic knowledge of the academic research process and are familiar with the formal requirements of an academic paper. The students are able to design and implement less complex academic research.		
	Marketing Consolidation /ILV / Course no.: MFO3 / 5th semester / ECTS: 5 The students have in-depth knowledge of marketing planning and organization and are able to conceive, design, implement and analyze academic or application-oriented marketing projects by deriving recommendations for action.		
	Marketing Competence /SE / Course no.: MFO4 / 6th semester / ECTS: 6 In this course the contents developed in the previous courses are implemented and carried out on practical problems. The students are able to analyze markets and develop appropriate marketing strategies.		

Course contents	Market Research /ILV / Course no.: MFO1 / 2nd semester / ECTS: 4 The course in Market Research deals with the reappraisal of one's own fundamental principles and approaches of a research process. In addition to the definition of market research, fundamental areas such as tasks, areas of application and significance are theoretically prepared. Subsequently, the comprehensive research process is treated in its individual aspects theoretically and on the basis of a project: Problem definition, research design, planning and implementation (pilot studies, pre-tests, sampling, briefings), data collection; data entry and cleansing, evaluation; interpretation, final report.

Course contents	Academic Research /ILV / Course no.: MFO2 / 2nd semester / ECTS: 3 In the course on research, the main aim is to familiarize students with the special features, rules and principles of academic and research work. Students are prepared to write seminar papers independently and at an academic level. This preparation includes a focus on dealing with literature as well as discussions about the quality of academic research - especially the concepts of intellectual honesty and intersubjective comprehensibility. Supplementary teaching content may include topics such as types of literature, types of use and citation, as well as definitions of terms, theses and hypotheses, and the derivation and limitation of topics.
	Marketing Consolidation /ILV / Course no.: MFO3 / 5th semester / ECTS: 5 Based on the fundamentals of strategic marketing planning, the students gain knowledge for the efficient and effective handling of marketing problems. This is done by selecting a course of various specializations and includes, among other things, the organization, implementation and reflection of academic and application-oriented, comprehensive tasks in the field of marketing.
	Marketing Competence /SE / Course no.: MFO4 / 6th semester / ECTS: 6 In the course in Marketing Competence, the knowledge acquired so far is expanded and consolidated by means of practical problems and the use of didactic methods.
Teaching and learning methods	Market Research /ILV / Course no.: MFO1 / 2nd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Academic Research /ILV / Course no.: MFO2 / 2nd semester / ECTS: 3 Integrated course, group work, case studies, discussions, e-learning
	Marketing Consolidation /ILV / Course no.: MFO3 / 5th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
	Marketing Competence /SE / Course no.: MFO4 / 6th semester / ECTS: 6 Seminar, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Market Research /ILV / Course no.: MFO1 / 2nd semester / ECTS: 4 Written exam and/or project
	Academic Research /ILV / Course no.: MFO2 / 2nd semester / ECTS: 3 Written final paper
	Marketing Consolidation /ILV / Course no.: MFO3 / 5th semester / ECTS: 5 Written exam
	Marketing Competence /SE / Course no.: MFO4 / 6th semester / ECTS: 6 Seminar paper, project work and/or online test

Module number:	**Content Creation**	**Scope:**	
COC		**9**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	3rd semester		
Level	3rd semester: Introduction		
Previous knowledge	3rd semester: None		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Content Creation /VO / Course no.: COC1 / 3rd semester / ECTS: 4 • Pulizzi, J. (2014). Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. • Albee, A. (2015). Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Palgrave Macmillan. •Wäger, M. (2016). Grafik und Gestaltung: Design und Mediengestaltung von A-Z, Bonn: Reinwerk Design		
	Content Creation /UE / Course no.: COC2 / 3rd semester / ECTS: 5 • Pulizzi, J. (2014). Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. • Albee, A. (2015). Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Palgrave Macmillan. • Wäger, M. (2016). Grafik und Gestaltung: Design und Mediengestaltung von A-Z, Bonn: Reinwerk Design		
Skills acquisition	Content Creation /VO / Course no.: COC1 / 3rd semester / ECTS: 4 Students know the tools for strategic planning and understand how to create relevant digital content. They understand how these contents are structured and prepared and can assess and integrate important trends.		
	Content Creation /UE / Course no.: COC2 / 3rd semester / ECTS: 5 The students know about the effect of form, color and writing. They learn how to create and edit content with suitable software. They can independently recognize and evaluate the quality in the visual processing of media work.		
Course contents	Content Creation /VO / Course no.: COC1 / 3rd semester / ECTS: 4 The Content Creation lecture takes up basic terms, theories and concepts of content creation and strategies, which are further explored in the exercise. Students learn the basic concepts of content marketing (e.g. graphic and visual design, photo, video) for relevant channels.		
	Content Creation /UE / Course no.: COC2 / 3rd semester / ECTS: 5 After the Content Creation exercise, students will be able to - Demonstrate and apply content creation principles - Analyze content - Develop convincing content.		
Teaching and learning methods	Content Creation /VO / Course no.: COC1 / 3rd semester / ECTS: 4 E-learning		
	Content Creation /UE / Course no.: COC2 / 3rd semester / ECTS: 5 Exercises, group work, case studies, discussions		
Evaluation Methods Criteria	Content Creation /VO / Course no.: COC1 / 3rd semester / ECTS: 4 Written exam		
	Content Creation /UE / Course no.: COC2 / 3rd semester / ECTS: 5 Group work and/or presentation		

Module number:	**Marketing Management**	**Scope:**	
MMT		**13**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	3rd semester		
Level	3rd semester: Consolidation		
Previous knowledge	3rd semester: Module MGL		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Service Management /ILV / Course no.: MMT1 / 3rd semester / ECTS: 4</u> •Bruhn, M., Meffert, H., and Hadwich, K. (2019). Handbuch Dienstleistungsmarketing. Wiesbaden: Springer Gabler. •Haller, S. (2017). Dienstleistungsmanagement - Grundlagen, Konzepte, Methoden. Wiesbaden: Springer Gabler. •Zeithaml, V.A., Bitner, M.J., and Gremler, D.D. (2017). Services Marketing: Integrating Customer Focus Across the Firm, NY: McGrawHill. •Wirtz, J., and Lovelock, Ch. (2016). Services Marketing: People, Technology, Strategy, Singapur: World Scientific Publication. •Corsten, H., and Gössinger, R. (2015). Dienstleistungsmanagement. Oldenbourg: De Gruyter.		
	<u>Advertising & Media Planning /ILV / Course no.: MMT2 / 3rd semester / ECTS: 5</u> •Bak, P.M. (2019). Werbe- und Konsumentenpsychologie: Eine Einführung, Stuttgart: Schäfer-Poeschel. •Felser, G. (2015). Werbe- und Konsumentenpsychologie, Heidelberg: Springer Gabler. •Schnettler, J., and Wendt, G. (2015). Werbung und Kommunikation planen. Berlin: Cornelsen. •Decker A. (2019). Der Social-Media-Zyklus, Wiesbaden: Springer Gabler. •Grabs, A., Bannour, K.-P., and Vogl, E. (2018). Follow me!: Erfolgreiches Social Media Marketing mit Facebook, Instagram und Co., Bonn: Rheinwerk Computing. •Katz, H. (2019): The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying, Fifth Edition, London: Routledge		
	<u>Marketing Management & Controlling /ILV / Course no.: MMT3 / 3rd semester / ECTS: 4</u> •Bendle, N.T., Reibstein, D.J., Pfeifer, P.E. & Farris, P.W. (2016). Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 2nd edition, NJ: Pearson Education. •Davis, J.A. (2013). Measuring Marketing: 110+ Key Metrics Every Marketer Needs, 2nd edition, NJ: Wiley & Sons •Hofbauer, G., and Bergmann, S. (2013). Professionelles Controlling in Marketing und Vertrieb, Berlin, Frankfurt: Publicis Verlag. •Homburg, Ch. (2017). Marketing Management, Wiesbaden: Springer Gabler. •Kozielski, R. (2018). Mastering Market Analytics: Business Metrics – Practice and Application, Bingley: Emerald Publishing Limited.		
Skills acquisition	<u>Service Management /ILV / Course no.: MMT1 / 3rd semester / ECTS: 4</u> Students recognize the challenge of marketing services, which is usually a given due to the intangibility of the service, and are equipped with tools for process analysis (service blueprint, flowcharts, capacity management, quality measurement, integration of new technologies, gap model, etc.), which are indispensable for a successful and sustainable implementation of a customer-oriented marketing strategy. Students are also equipped with theories and concepts for the effective and efficient design of service environments and are thus able to understand how a service environment should be designed to generate positive customer reactions and purchase decisions such as consumption, recommendation, satisfaction, loyalty, etc.		
	<u>Advertising & Media Planning /ILV / Course no.: MMT2 / 3rd semester / ECTS: 5</u>		

	The students are able to analyze and evaluate a media plan. In addition to knowledge of marketing planning, the analysis of target groups and the market situation, students acquire the ability to define communication targets for advertising campaigns, to transfer these into media targets and to develop a media strategy using the media mix, to calculate the advertising budget and to take measures to monitor success. The knowledge of classic and new media channels, their benefit criteria and effects on the target group in an economic approach qualifies them for media planning and quality control.
	Marketing Management & Controlling /ILV / Course no.: MMT3 / 3rd semester / ECTS: 4 In order to impart in-depth marketing knowledge, students must be able to

Skills acquisition	explain the principle of market-oriented business management. They understand that marketing as a management task covers different areas such as the definition of planning, control, monitoring and coordination of all marketing activities. After completing the course Marketing Management and Controlling, students will be able to question the effectiveness and efficiency of market-oriented business management. They know how the formulated goals are achieved and whether the selected measures represent the optimal way of achieving them. In order to measure the achievement of objectives, students are given an overview of possible KPIs in various areas of the company and can apply situation-relevant KPIs. The product management system is addressed as a snapshot and the associated company-internal processes are dealt with. Thus the students learn to recognize interdisciplinary, entrepreneurial connections and to represent the effect of marketing activities on the entrepreneurial success. Through the implementation and subsequent evaluation of practical tasks, the self-reflection of the students increases in relation to the situational context in which different marketing management and controlling models are applied.
Course contents	Service Management /ILV / Course no.: MMT1 / 3rd semester / ECTS: 4 This course addresses the challenges faced by companies in creating and providing high quality and highly charged services (medical, legal, educational), as their consumption is usually associated with certain risks. In order to create and offer customer-oriented and excellent services, students learn the practical handling of concepts and methods that are necessary for the development of marketing strategies. The potential for differentiation, standardization of services, improvement of quality and increase of productivity is shown.
	Advertising & Media Planning /ILV / Course no.: MMT2 / 3rd semester / ECTS: 5 The course Advertising and Media Planning as ILV deals in detail with the different "Above the line" and "Below the line" media and communication channels. Both classical media (e.g. print, TV, radio, out-of-home) and new media (e.g. Internet, social media) are processed on the basis of different points of view: (Origin) history, application area, advertising effect, usage criteria, media usage behavior, as well as advantages and disadvantages from different user perspectives. The competitive environment and costs are examined in detail so that the results can then be used efficiently and effectively in media planning. A thematic focus is the media of classical advertising. After the students have become familiar with the most important key figures of the media market (e.g. circulation, reach, average contacts (OTS), media weighting (GRP)), media planning is treated as a practical counterpart to theoretical preparation using appropriate examples.
	Marketing Management & Controlling /ILV / Course no.: MMT3 / 3rd semester / ECTS: 4 In order to impart in-depth marketing knowledge, students are taught the principle of market-oriented business management. Marketing as a management task has to cover different areas - planning, controlling, monitoring and coordination define only some of the important aspects in the area of marketing management. Marketing controlling takes on the task of questioning the effectiveness and efficiency of this already mentioned market-oriented business management. The main issue here is whether the formulated goals will be achieved or whether the selected measures represent the optimal way of achieving them. In order to measure the achievement of objectives, students are given an overview of possible KPIs in various areas of the company and can apply situation-relevant KPIs. The students should be able to ask these questions, answer them and respond to the respective results. The product management system is also addressed as a snapshot and the associated company-internal processes are dealt with.
Teaching and learning methods	Service Management /ILV / Course no.: MMT1 / 3rd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Advertising & Media Planning /ILV / Course no.: MMT2 / 3rd semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
	Marketing Management & Controlling /ILV / Course no.: MMT3 / 3rd semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning

Evaluation Methods Criteria	Service Management /ILV / Course no.: MMT1 / 3rd semester / ECTS: 4 Seminar paper and/or presentation, online tests

Evaluation Methods Criteria	Advertising & Media Planning /ILV / Course no.: MMT2 / 3rd semester / ECTS: 5 Case study and/or presentation, online tests
	Marketing Management & Controlling /ILV / Course no.: MMT3 / 3rd semester / ECTS: 4 Written exam and/or project work with presentation, online tests

Module number:	**Practice Transfer & Internationality**	**Scope:**	
PRA		**35**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	3rd semester		
	4th semester		
	5th semester		
	6th semester		
Level	3rd semester: Consolidation / 4th semester: Consolidation / 5th semester: Consolidation / 6th semester: Consolidation / 6th semester: Consolidation		
Previous knowledge	3rd semester: Basic subjects / 4th semester: Basic subjects / 5th semester: Basic subjects / 6th semester: Basic subjects		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 • Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. • Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrumim klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 • Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. • Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrumim klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	Study Trip /ILV / Course no.: PRA3 / 5th semester / ECTS: 3 • Thomas, A. (Hrsg.) (2003). Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 1: Grundlagen und Praxisfelder. Vandenhoeck&Ruprecht • Jones, E. (2006). Cultures Merging. Princeton, Princeton University Press		
	Bachelor Thesis Seminar /PT / Course no.: PRA4 / 6th semester / ECTS: 4 • Saunders, M., Lewis, P., and Thornhill, A. (2015). Research Methods for Business Students, Financial Times. • Professional journals		
	Digital Communication /SE / Course no.: PRA5 / 6th semester / ECTS: 6 • Papsdorf, C. (2013). Internet und Gesellschaft. Wie das Netz unsere Kommunikation verändert. Frankfurt: Campus Verlag.		
	Bachelor Thesis /SE / Course no.: PRA6 / 6th semester / ECTS: 6 • Saunders, M., Lewis, P., and Thornhill, A. (2015). Research Methods for Business Students, Financial Times. • Professional journals		
	Internship /BPR / Course no.: PRA7 / 6th semester / ECTS: 8 • Brenner, D. (2007). Schön, dass Sie da sind!: Karrierestart nach dem Studium. BW Verlag.		
Skills acquisition	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4		

	Practical projects primarily serve to gather field experience. The first step is to raise awareness of the problem by making practical observations and analyses. Subsequently, individual problem-solving approaches should be formulated and, if necessary, pursued, thus enabling the students to acquire solution competence. While students can deepen and improve their subject-specific competences, complementary competences such as social competence, risk management, budgeting competence and economically responsible decision-making competence are also solidified.
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 Practical projects primarily serve to gather field experience. The first step is to raise awareness of the problem by making practical observations and analyses. Subsequently, individual problem-solving approaches should be formulated and, if necessary, pursued, thus enabling the students to acquire solution competence. While students can deepen and improve their subject-specific competences, complementary competences such as social competence, risk management, budgeting competence and economically responsible decision-making competence are also

Skills acquisition	consolidated.
	Study Trip /ILV / Course no.: PRA3 / 5th semester / ECTS: 3 Students synthesize specialist knowledge and theoretical knowledge from project management and team building to enable them to independently set up, organize, implement and evaluate complex projects.
	Bachelor Thesis Seminar /PT / Course no.: PRA4 / 6th semester / ECTS: 4 The students are able to academically prepare a topic from the department of marketing and communication management and to independently work on a central question. The students' self-organization and time management skills are encouraged.
	Digital Communication /SE / Course no.: PRA5 / 6th semester / ECTS: 6 The students are familiar with current developments in digital communication and can reflect critically on them. In addition, they are able to question their own actions and critically examine the current digital trend.
	Bachelor Thesis /SE / Course no.: PRA6 / 6th semester / ECTS: 6 The students are able to academically prepare a topic from the department of marketing and communication management and to independently work on a central question. The students' self-organization and time management skills are encouraged.
	Internship /BPR / Course no.: PRA7 / 6th semester / ECTS: 8 The students can apply their acquired knowledge in professional practice. Both the understanding of processes in the professional environment and the implementation and solution of a project are learned (practical competence). Arguments, problem solutions and strategies independently (problem-solving competence) can be independently worked out and further developed. In addition, they deepen, further develop and profitably implement the knowledge of communication with superiors, employees and colleagues (social competence).
Course contents	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, or field experiences are obtained under the guidance of the course instructors. The students contribute their acquired knowledge and compare it with observations and experiences in the context of the integrative case studies. Based on a client briefing (by the course instructors or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructors if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students.
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 To prepare the students optimally for problems in working life, practical tasks are worked on in groups, or field experiences are obtained under the guidance of the course instructors. The students contribute their acquired knowledge and compare it with observations and experiences in the context of the integrative case studies. Based on a client briefing (by the course instructors or external partners such as associations and companies), the students work on the presented projects independently, only guided by the course instructors if necessary: Planning, coordination, budgeting, control, evaluation and final reporting are in the hands of the students.
	Study Trip /ILV / Course no.: PRA3 / 5th semester / ECTS: 3

	Students synthesize specialist knowledge and theoretical knowledge from project management and team building to enable them to independently set up, organize, implement and evaluate complex projects. The study trip gives part-time students the opportunity to acquire intercultural competence. Under the guidance of the lecturer, the students find out about potential study destinations, research relevant data and facts about the destination country and organize the program: The week in an international environment includes visits to companies, lectures at partner universities as well as lectures and events in the field of Social Competences. The aim is to ensure that students acquire an understanding of the cultural mainstream of the country in question. Discussions with specialists and executives, visits to Austrian foreign trade centers, economic and social associations round off the international and personality-building experiences of the study trip.

Course contents	
	Bachelor Thesis Seminar /PT / Course no.: PRA4 / 6th semester / ECTS: 4 Within a given period of time, the students should academically research a question relevant to their studies and education within the framework of a Bachelor thesis. Using academic methods, the topic is to be worked on and discussed independently - this takes place in an interdisciplinary context and in the form of a theoretical examination of an academic question. The Bachelor thesis can be written with a practical reference from the internship and thus academically and practically deal with a current and tangible problem.
	Digital Communication /SE / Course no.: PRA5 / 6th semester / ECTS: 6 During this course, current digital communication trends are presented and discussed. Students gain insights into the effects and functionality of digital communication channels. At the same time, the effects on social structures are also discussed, through - PR, - Public affairs, - Crisis communication and - Campaigning.
	Bachelor Thesis /SE / Course no.: PRA6 / 6th semester / ECTS: 6 Within a given period of time, the students should academically research a question relevant to their studies and education within the framework of a Bachelor thesis. Using academic methods, the topic is to be worked on and discussed independently - this takes place in an interdisciplinary context and in the form of a theoretical examination of an academic question. The Bachelor thesis can be written with a practical reference from the internship and thus academically and practically deal with a current and tangible problem.
	Internship /BPR / Course no.: PRA7 / 6th semester / ECTS: 8 • Supplementing the theoretical knowledge of the students with practical activities and questions of commercial law in practice. • At least 200 working hours at an external company with full employment. • The internship ensures that the students are able to find their way around when they start their professional life and gain confidence in the implementation of their acquired knowledge through the experience they have already gained. • Processes, workflows and situations in the professional environment should be learned and understood. • Support of the students during their internship: Reflection, discussion of problems and success stories.
Teaching and learning methods	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 Project
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 Project
	Study Trip /ILV / Course no.: PRA3 / 5th semester / ECTS: 3 Study trip
	Bachelor Thesis Seminar /PT / Course no.: PRA4 / 6th semester / ECTS: 4 Seminar, group work, case studies, discussions, e-learning
	Digital Communication /SE / Course no.: PRA5 / 6th semester / ECTS: 6 Seminar, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Practical Project 1 /PT / Course no.: PRA1 / 3rd semester / ECTS: 4 Project completion reports and presentation
	Practical Project 2 /PT / Course no.: PRA2 / 4th semester / ECTS: 4 Project completion reports and presentation
	Study Trip /ILV / Course no.: PRA3 / 5th semester / ECTS: 3

	Active participation, project report
	Bachelor Thesis Seminar /PT / Course no.: PRA4 / 6th semester / ECTS: 4 Participation

Evaluation Methods Criteria	Digital Communication /SE / Course no.: PRA5 / 6th semester / ECTS: 6 Project work and/or written exam
	Bachelor Thesis /SE / Course no.: PRA6 / 6th semester / ECTS: 6 Written paper (Bachelor thesis)
	Internship /BPR / Course no.: PRA7 / 6th semester / ECTS: 8 Written internship report

Module number:	**Media Competence**	**Scope:**	
MEK		**11**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	4th semester		
Level	4th semester: Consolidation		
Previous knowledge	4th semester: Module KMG, Module ANK		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Media Literacy /ILV /Course no.: MEK1 / 4th semester / ECTS: 6 •Dakers, D. (2018). Information Literacy and Fake News (Why Does Media Literacy Matter?), New York: Crabtree Pub. •Chomsky, N. (2002). Media Control, New York: Seven Stories Press. •Ess, C. (2014). Digital Media Ethics. 2nd edition, Cambridge: Polity Press.		
	Media Landscape /ILV / Course no.: MEK2 / 4th semester / ECTS: 5 •Hüffel, C. & Rohrer, A., Wallner, A-M., and Süssenbacher, D. (Eds.) (2017). Media and Politics: Zur Lage der Zukunft der Medien(-landschaft) in Österreich. Vienna: Holzhausen Verlag. •Beck, K. (2018). Das Mediensystem Deutschlands: Strukturen, Märkte, Regulierung. 2nd edition, Wiesbaden: Springer VS.		
Skills acquisition	Media Literacy /ILV /Course no.: MEK1 / 4th semester / ECTS: 6 The students know and discuss the current questions of media ethics. They critically reflect on their use of media, question structures and develop possible solutions.		
	Media Landscape /ILV / Course no.: MEK2 / 4th semester / ECTS: 5 The students know the special features of the Austrian media landscape and the significance of the Austrian media in an international comparison. They recognize media quality and know about the influence and special features of Austrian media policy.		
Course contents	Media Literacy /ILV /Course no.: MEK1 / 4th semester / ECTS: 6 The course Media Literacy is the basis for students to critically examine topics that play a role in current public discourse. The aim is to create a critical autonomy in the field of media use. The students deal both with the question of the orientation of correct action and with its analysis. The interdependencies between journalism, marketing, media and society are examined in detail.		
	Media Landscape /ILV / Course no.: MEK2 / 4th semester / ECTS: 5 Detailed knowledge of the national and international media landscape is essential for students of the Marketing & Communication Management course. From media economics, media society and media change to media policy - the course Media Landscape provides a detailed outline of the benefits, processes and structure of mass media.		
Teaching and learning methods	Media Literacy /ILV /Course no.: MEK1 / 4th semester / ECTS: 6 Integrated course, group work, case studies, discussions, e-learning		
	Media Landscape /ILV / Course no.: MEK2 / 4th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning		
Evaluation Methods Criteria	Media Literacy /ILV /Course no.: MEK1 / 4th semester / ECTS: 6 Written exam		
	Media Landscape /ILV / Course no.: MEK2 / 4th semester / ECTS: 5		

	Written exam

Module number:	**Applied Marketing**	**Scope:**	
ANM		**15**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	4th semester		
Level	4th semester: Consolidation		
Previous knowledge	4th semester: Modules MGL and MMT		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Omnichannel Marketing Communication /ILV / Course no.: ANM1 / 4th semester / ECTS: 5 •Palmatier, R. W., Sividas, E., Stern, L. W., and El-Ansary, A. I. (2019). Marketing Channel Strategy: An Omni-channel Approach, London: Routledge Publishers. •Bruhn, M. (2018). Kommunikationspolitik: Systematischer Einsatz der Kommunikation für Unternehmen, Munich: Vahlen Verlag. •Meffert, H., Burmann, Ch., Kirchberg, M., and Eisenzeit, M. (2018). Marketing: Grundlagen marktorientierter Unternehmensführung Konzepte – Instrumente – Praxisbeispiele, Wiesbaden: Springer Gabler.		
	Product Development & Service Design /ILV / Course no.: ANM2 / 4th semester / ECTS: 5 •Ulrich K.T., and Eppinger S.D. (2019): Product Design and Development, Fifth Edition, NY.: McGraw-Hill •Scholz, U., Pastors, S., Becker, J. H., Hofmann D., and van Dun, R. (2018). Praxishandbuch Nachhaltige Produktentwicklung, Wiesbaden: Springer Gabler. •Trott, P. (2016). Innovation Management and New Product Development, Harlow: Pearson Education.		
	Online Marketing /ILV / Course no.: ANM3 / 4th semester / ECTS: 5 •Lammenett E. (2019). Praxiswissen Online-Marketing: Affiliate, influencer, content and email marketing, Google Ads, SEO, social media, online including Facebook advertising. Wiesbaden: Springer Gabler. •Kreutzer, R. (2018). Praxisorientiertes Online-Marketing: Konzepte - Instrumente – Checklisten, Wiesbaden: Springer Gabler.		
Skills acquisition	Omnichannel Marketing Communication /ILV / Course no.: ANM1 / 4th semester / ECTS: 5 The students are able to independently create and operationalize integrated marketing concepts. They master the methods of marketing management in detail, know the advantages and disadvantages of the various communication channels (including online and e-marketing), can innovatively combine the various media and master the ability to implement the marketing methods and communication channels learned so far in the form of 360º communication. The knowledge acquired so far about the significance, usability and costs of communication channels is made applicable.		
	Product Development & Service Design /ILV / Course no.: ANM2 / 4th semester / ECTS: 5 The development and design of new products and services is one of the most important and risky challenges facing companies. After this course, students will be able to name the stages of product development and explain how companies generate and implement ideas for new products		
	Online Marketing /ILV / Course no.: ANM3 / 4th semester / ECTS: 5 The students can estimate chances and risks of marketing measures on the internet. They know possible channels and game forms, such as search engine marketing (SEM) and social media marketing.		
Course contents	Omnichannel Marketing Communication /ILV / Course no.: ANM1 / 4th semester / ECTS: 5		

	Based on the contents of the previous semesters, which dealt with both classical and new media and communication channels of internal and external corporate communication and the underlying marketing strategies, in this course the students learn the integrative combination of the different communication measures (thus also the interweaving of monological and dialogical) in theory and through case studies. Whereas the focus in the course Advertising and Media Planning was on classical media, the more complex dialogical media are in the foreground here.

Course contents	Product Development & Service Design /ILV / Course no.: ANM2 / 4th semester / ECTS: 5 In this course, students become familiar with the principles and practices in product development, design, marketing and the introduction of new products and services. Students learn how to integrate (end) customers into this process, which concepts and tools can be used to support successful product development, which role the product life cycle plays and which marketing strategies can be applied in the individual phases of the product life cycle.
	Online Marketing /ILV / Course no.: ANM3 / 4th semester / ECTS: 5 Online marketing measures are presented. From search engine marketing and e-mail marketing to marketing on one's own and other websites. Special features of these forms of marketing are addressed as well as target group approach, costs and impact measurement.
Teaching and learning methods	Omnichannel Marketing Communication /ILV / Course no.: ANM1 / 4th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
	Product Development & Service Design /ILV / Course no.: ANM2 / 4th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
	Online Marketing /ILV / Course no.: ANM3 / 4th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Omnichannel Marketing Communication /ILV / Course no.: ANM1 / 4th semester / ECTS: 5 Case study, project work, exam, online tests
	Product Development & Service Design /ILV / Course no.: ANM2 / 4th semester / ECTS: 5 Seminar paper and/or presentation, online tests
	Online Marketing /ILV / Course no.: ANM3 / 4th semester / ECTS: 5 Written exam, online tests

Module number:	**Management Techniques**	**Scope:**	
MTE		**10**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	5th semester		
Level	5th semester: Consolidation		
Previous knowledge	5th semester: MGT module		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	<u>Team & Conflict Management /ILV / Course no.: MTE1 / 5th semester / ECTS: 5</u> • Schulz von Thun, F. (2004). Miteinander reden (Volume 1 – 3), rororo • Scheelen F. M. (2014). Menschenkenntnis auf einen Blick. Sich selbst und andere besser verstehen. mvg Verlag. • Bender S. (2015). Team development: Der effektive Weg zum "Wir". C.H.Beck. • Glasl F. (2017). Conflict management: Ein Handbuch für Führungskräfte, Beraterinnen und Berater. Freies Geistesleben.		
	<u>Management Techniques /ILV / Course no.: MTE2 / 5th semester / ECTS: 5</u> • Steinmann H., Schreyögg G., Koch J. (2013). Management: Grundlagen der Unternehmensführung. Konzepte - Funktionen - Fallstudien. Springer Gabler. • Hammer R. (2015). Planung und Führung. Gebundenes Buch. De Gruyter Oldenbourg. • Malik F. (2014). Führen, Leisten, Leben: Wirksames Management für eine neue Zeit, Campus. • Pinnow, D. (2012). Führen: Worauf es wirklich ankommt, Springer Gabler. • Grubenhofer C. (2012). Leadership Branding. Wie Sie Führung wirksam in Ihr Unternehmen zu einer starken Marke machen, Springer Gabler		
Skills acquisition	<u>Team & Conflict Management /ILV / Course no.: MTE1 / 5th semester / ECTS: 5</u> The students know and understand the different aspects of group work and are able to identify conflict potentials and situations. They are able to apply different techniques of group leadership and have trained convincing conflict management skills.		
	<u>Management Techniques /ILV / Course no.: MTE2 / 5th semester / ECTS: 5</u> The students know and understand the different approaches within strategic personnel management such as recruiting, personnel development and onboarding. Building on this, methods and approaches of holistic leadership understood as a combination of management and leadership are discussed and relevant leadership tasks are developed theoretically and practically. In particular, students are enabled to constructively master social conflict situations or other difficult conversational situations. They can fall back on a repertoire of techniques (moderation, reflection, constellation, etc.)		
Course contents	<u>Team & Conflict Management /ILV / Course no.: MTE1 / 5th semester / ECTS: 5</u> The students acquire a background knowledge for the assessment of social situations, which should help them in their daily work to gain a greater communicative room for maneuver. The thematic framework includes: • Fundamentals of interpersonal communication • Special features of teamwork • Conflicts as social situations • Ability to deal with conflict • Employee leadership in conflicts		
	<u>Management Techniques /ILV / Course no.: MTE2 / 5th semester / ECTS: 5</u>		

	To prepare students for the professional challenges in interpersonal communication, the course Management Techniques provides the fundamentals of leadership and human resources management. Among other things, students acquire knowledge in the following subject areas: • Relationships and dependencies between strategic business management and strategic personnel management • Personnel planning, recruitment, development, release, controlling and assessment as well as the various problem areas of business management • Leadership understood as management and leadership • Selection of typical leadership tasks / requirements & challenges of leadership • Leadership communication, in particular communication Conflict situations

Teaching and learning methods	Team & Conflict Management /ILV / Course no.: MTE1 / 5th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
	Management Techniques /ILV / Course no.: MTE2 / 5th semester / ECTS: 5 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Team & Conflict Management /ILV / Course no.: MTE1 / 5th semester / ECTS: 5 Presentation and/or final report
	Management Techniques /ILV / Course no.: MTE2 / 5th semester / ECTS: 5 Project and final presentation

Module number:	**Applied Communication**	**Scope:**	
ANK		**12**	**ECTS**
Degree program	University of Applied Sciences Bachelor Degree Course - Marketing & Communication Man-		
Position in the curriculum	5th semester		
Level	5th semester: Consolidation		
Previous knowledge	5th semester: Module KMG		
Blocked	no		
Participant group	A-levels and/or corresponding previous training, beginners		
Literature recommendation	Media Relations /ILV / Course no.: ANK1 / 5th semester / ECTS: 4 •Bernays, E. (2011). Propaganda. Die Kunst der Public Relations. Orange Press. •Mast, C. (2016). Unternehmenskommunikation, Konstanz, München: UVK.		
	Disciplines of Corporate Communications /ILV / Course no.: ANK2 / 5th semester / ECTS: 4 •Kemming, J. D., and Rommerskirchen, J. (Eds.). (2019). Marken als politische Akteure. Wiesbaden: Springer Gabler. •Eisenegger, M. (2005). Reputation in der Mediengesellschaft. Konstitution – Issues Monitoring – Issues Management, Wiesbaden: Springer Fachmedien. •Piwinger, M., and Porak, V. (Eds.). (2005). Kommunikations-Controlling. Kommunikation und Information quantifizieren und finanziell bewerten, Wiesbaden: Gabler Verlag.		
	Corporate Communications & PR /ILV / Course no.: ANK3 / 5th semester / ECTS: 4 •Zerfaß, A., and Piwinger, M. (Eds.). (2014). Handbuch Unternehmenskommunikation: Strategie - Management – Wertschöpfung, Wiesbaden: Gabler. •Bruhn, M. (2014). Integrierte Unternehmens- und Markenkommunikation: Strategische Planung und operative Umsetzung, 6th edition, Stuttgart: Schäffer-Poeschel.		
Skills acquisition	Media Relations /ILV / Course no.: ANK1 / 5th semester / ECTS: 4 The students know the instruments of analog and digital media work and can apply them in a targeted and effective way. In addition, they know how to interpret media usage data and how to apply it to specific target groups. The students know the access to the watchmen and actors of the current communication channels.		
	Disciplines of Corporate Communications /ILV / Course no.: ANK2 / 5th semester / ECTS: 4 This course offers insights into communication controlling, political communication and issues management. The students can actively use the corresponding communication instruments and process them conceptually and strategically.		
	Corporate Communications & PR /ILV / Course no.: ANK3 / 5th semester / ECTS: 4 Students acquire a basic theoretical knowledge of the different steps of successful, harmonized corporate communication and can use communication instruments in a networked and strategic way. In addition, they are familiar with the conception of communication processes and know the requirements of modern, integrated, digital corporate communication, both internally and externally.		
Course contents	Media Relations /ILV / Course no.: ANK1 / 5th semester / ECTS: 4 Classic media and press work have changed radically in recent years. In order to successfully cope with this change and to be able to actively shape it, students learn the skills and possibilities of successful media and press work. How do journalists work, what role do social media and influencers play, how do I reach my target groups with my messages and how do I get my content into the relevant media channels? In addition, the media usage behavior of various stakeholder groups is analyzed and appropriate external and internal communication strategies are developed. Knowledge of suitable evaluation and monitoring tools for corporate communications rounds off the course.		
	Disciplines of Corporate Communications /ILV / Course no.: ANK2 / 5th semester / ECTS: 4		

	This module focuses on selected disciplines of corporate communication. Thus, the areas of Issues Management, Political Communication or Communication Controlling are deepened and later find their way into a strategic communication concept.
	Corporate Communications & PR /ILV / Course no.: ANK3 / 5th semester / ECTS: 4 In this course the students get an overview of the different disciplines of corporate communication. In particular

Course contents	the new challenges of traditional organizational structures through digital channels. Based on this, the students learn that consistent communication requires an integrated and harmonized approach in all areas of the company. The strategic conception of corporate communication processes becomes the focus of attention.
Teaching and learning methods	Media Relations /ILV / Course no.: ANK1 / 5th semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Disciplines of Corporate Communications /ILV / Course no.: ANK2 / 5th semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
	Corporate Communications & PR /ILV / Course no.: ANK3 / 5th semester / ECTS: 4 Integrated course, group work, case studies, discussions, e-learning
Evaluation Methods Criteria	Media Relations /ILV / Course no.: ANK1 / 5th semester / ECTS: 4 Project work, final presentation, exam and/or online test
	Disciplines of Corporate Communications /ILV / Course no.: ANK2 / 5th semester / ECTS: 4 Project work, final presentation, exam and/or online test
	Corporate Communications & PR /ILV / Course no.: ANK3 / 5th semester / ECTS: 4 Project work, final presentation, exam and/or online test

2.4 Internship

The students choose an internship independently. They can draw on the extensive range of internship advertisements offered by the Kufstein University of Applied Sciences. The Director of Studies checks the professional correspondence of the internship activities with the contents of the course and the qualification profiles of the course of studies. Subsequently, the Director of Studies checks whether the internship corresponds to the training objectives of the program and whether the student can be employed according to his/her level of qualification. If these requirements are met, the organizational processing is carried out by the International Relations Office (IRO). A detailed internship guide supports students in organizing their internship semester; students can also contact the IRO and the Director of Studies if they have any questions or need support.
Students must apply for the internship using the form (= job description). The form contains the central data of the student and the internship supervision as well as the goals and the tasks/activities in the company providing the internship. The internship is confirmed or approved by the signatures of the Director of Studies and the internship supervisor.
The student must reflect, document and present the experiences and findings gathered and evaluate the internship. Conversely, the internship supervisor must evaluate the students. The student must prepare an interim report, a final report and a presentation and complete an evaluation form. At the beginning of the internship, he/she will receive an internship guide which lists the points to be worked on. A key requirement is to compare the agreed objectives with the achieved ones. The documentation prepared by the student and the supervisor is evaluated by the Director of Studies. If the achievement of the goals and the adaptation to the qualification level of the student are not guaranteed, the corresponding internship position is excluded for the future. A list and reports on the internships are available to subsequent students via the Moodle teaching platform.

2.5 Semester Abroad

Ensuring comparability, support and supervision measures

The FH Kufstein Tirol has been providing for an obligatory semester abroad in the full-time Bachelor degree courses (four to six months) at a partner university of the University of Applied Sciences since its inception. A total workload of 30 ECTS must be demonstrated at the partner university in question. Due to the obligatory semester abroad in the fifth semester, no courses are offered at the FH Kufstein Tirol during this period (exception is the preparatory course Exchange Semester Coaching).

Study abroad

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	
			Praktikum	**Ausland**	**Ausland**	Internationale Wirtschaft & Management
				Ausland	**Praktikum**	Sport & Kulturmanagement
				Ausland	**Praktikum**	Andere/ inkl. MKM vz

For the Marketing & Communication Management course of studies, students are given selected institutions that are particularly suitable for the course in preparation for studying abroad. The list of institutions is based on many years of historical experience combined with appropriate new entrants. Care is taken to ensure that the courses completed abroad are related to the topics of the course (especially

in the areas of marketing, communication management and business studies). This ensures that students receive an in-depth knowledge of the relevant subjects so that the desired competences can be developed. Intercultural and linguistic competences, which are highly relevant in practice, are also developed during the studies abroad. Students are also encouraged to organize most of their stay abroad independently (e.g. search for accommodation, registration with the partner university, obtaining the necessary documents for registration and travel to the country in question, etc.). The recognition of the study program abroad is confirmed by the "Transcript of Records" of the host university and attached to the certificate of recognition.

Supervising students during the semester abroad Supervising students during the semester abroad The IRO is available for all information, questions and concerns regarding studying abroad; agreements are made in agreement with the Director of Studies (STGL).

3 ADMISSION REQUIREMENTS

The admission requirements at the FH Kufstein Tirol are regulated according to the following terms:

1. The general admission requirements are regulated by § 4 FHG as amended; it applies to **persons with a general university entrance qualification**.

2. **Persons without a school-leaving certificate** must take a **university entrance examination** according to § 64 a UG 2002 as amended. These persons acquire the general university entrance qualification for Bachelor studies in a specialization group by passing the university entrance examination in accordance with an ordinance issued by the Rector's Office of a University. The successful completion of the university entrance examination thus entitles the holder to admission to all studies in the specialization group for which the university entrance qualification was acquired. The university entrance examination can be obtained for certain groups of subjects in accordance with an ordinance of the Rector's Office of a university, whereby the following group of subjects is relevant for the FH Kufstein:
Social and economic studies (e.g. Business Administration, Economic Education, Statistics, Sociology).

Applicants who have completed a 3-year **vocational, middle school**, a **training in the dual system** or a **subject-relevant German advanced technical college certificate** obtain the entitlement to study at the FH Kufstein Tirol through additional examinations in the subjects German, English and Mathematics. In the case of the German advanced technical college certificate, the additional examination must only be taken in those of the three subjects in which the grade is "inadequate" or worse. All additional examinations must be passed before the start of the third semester.

3. For **individuals with relevant dual training** the **apprenticeship certificate** in one of the following **special fields** according to the respectively valid announcement of the Federal Ministry of Economics, Family and Youth is valid as an admission requirement:

- Office, Administration, Organization
- Trade
- Tourism & Gastronomy

4. **Persons with a degree** from one of the relevant **vocational middle schools** listed below may also be admitted:

- School of Hotel Management, School of Tourism, School of Gastronomy (three years)
- Commercial schools (at least two years)
- Vocational schools for tourism professions
- Vocational schools for economic professions (three years)
- Business school (at least two years)
- Vocational schools for agricultural and forestry occupations (at least two years)
- Commercial schools (three years)

Newly emerging apprenticeships in similar fields must be recognized accordingly.

The **group of persons under numbers 3. and 4.** must complete **additional examinations** by the beginning of the third semester as an entry requirement and, if necessary, take appropriate preparatory courses. This is possible at the FH Kufstein Tyrol.
The following additional examinations are required for this group of people:

- German
- English
- Mathematics

Below is an overview of which subject area of the German FOS/BOS is the relevant admission requirement. Here, additional examinations must be taken within the first semesters in the subjects Mathematics, German and English (if a grade of "poor" or worse was achieved in these subjects).

	MKM Bvz, Bbb
FOS	
- Technology	
- Economics & Administration	X
- Social Welfare	X
- Agriculture, Biotechnology and Environmental Technology	
- Design	X
- Health	
- International Business Studies	X
BOS	
- Technology	
- Economics & Administration	X
- Social Welfare	X
- Agriculture, Biotechnology and Environmental Technology	
- Health	
- International Business Studies	X