

Bachelor-Studienprogramm Angewandte Medien

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| Wissenschaft und Fachtheorie Einführung in das wissenschaftliche Arbeiten 1S/Ü 1Tut Methoden und Techniken der Disziplin 2V Credits: 5 | Medienbetriebswirtschaft Wirtschaftsrecht 2V Medienbetriebswirtschaft/ Medienmarketing 2V 2S/Ü Key-Studies/ Tutorium 1Tut Produktionsplanung 1V 1S/Ü Credits: 10 | Wahlpflicht Medienproduktionssysteme (3 aus 5) Videotechnik 3S/Ü Audiotechnik 3S/Ü Technik der Printmedien 3S/Ü Veranstaltungstechnik/ Bühne 3S/Ü Technik der interaktiven Medien 3S/Ü Credits: 15 | Cross Media Projektentwicklung 2S/Ü Produktion/ Realisation 4S/Ü Distribution/ Implementierung 2S/Ü Credits: 10 | Internationale Mediensprachen Mediensprache Film 1S/Ü Mediensprache Fernsehen 1S/Ü Mediensprache PR/ Journalistik 1S/Ü Mediensprache Sport/ Event 1S/Ü Mediensprache Bühne/ Musik 1S/Ü Credits: 5 | Lehrprojekt Medienunternehmen Praxismodul (12 Wochen) Modulcoaching 1S/Ü Credits: 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medien, Kultur, Gesellschaft Internationale Medien- und Kultursysteme 2V Rechtsordnung 1V Medienrecht (Urheberrecht) 2V Credits: 5 | Wahlpflicht Arbeitstechniken (1 aus 2) Projektmanagement: 4S/Ü Agenturen und Kampagnen/ Projektmanagement Schreiben und Texten: 4S/Ü TV-journalistische Arbeitstechniken/ Texten für TV Credits: 5 | Wahlpflicht Medienpraxis I (1 aus 10) Medienpraxis I: Hörfunk Medienpraxis I: PR Medienpraxis I: Online Medienpraxis I: Musik Medienpraxis I: Fernsehen Medienpraxis I: Print Medienpraxis I: Event Medienpraxis I: Sport Medienpraxis I: Film Medienpraxis I: Bühne jeweils 2S/Ü 2Tut Credits: 5 | Die Module der Studienrichtungen sind in der Darstellung zusammengefasst. Informationen zu Lehreinheiten und Modulverantwortlichen finden sich in: Curriculum, Modularisierung und Modulbeschreibungen. | Wissenschaft und Beruf Kommunikationswissenschaft 2V Mediengeschichte 2V Existenzgründung incl. Kolloquium 1S/Ü Existenzgründung Credits: 5 | Bachelorprojekt Bachelorarbeit 1Tut Tutorium für Examenkandidaten Bachelorkolloquium Credits: 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Betriebswirtschaft Grundlagen der Betriebswirtschaftslehre 2V Buchführung/ Bilanzierung 2V Credits: 5 | Kommunikationspolitik Konzeptionen 1V 1S/Ü Kommunikationsinstrumente 1S/Ü Integrierte Kommunikation 1S/Ü Credits: 5 | Wahlpflicht Medienpraxis II (1 aus 10) Medienpraxis II: Hörfunk Medienpraxis II: PR Medienpraxis II: Online Medienpraxis II: Musik Medienpraxis II: Fernsehen Medienpraxis II: Print Medienpraxis II: Event Medienpraxis II: Sport Medienpraxis II: Film Medienpraxis II: Bühne jeweils 2S/Ü 2Tut Credits: 5 | <table border="1"> <tr> <td colspan="4">Studienrichtung TV-Producer / -Journalist Studienrichtungsverantwortlicher: Prof. Dr. phil. Detlev Gwosc</td> </tr> <tr> <td>Visuelle Kommunikation</td> <td>5</td> <td>Postproduktion</td> <td>5</td> </tr> <tr> <td>Recording</td> <td>15</td> <td>Distribution</td> <td>5</td> </tr> <tr> <td></td> <td></td> <td>Producing</td> <td>10</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> <tr> <td colspan="4">Studienrichtung Digital Designer Studienrichtungsverantwortlicher: Prof. Frank Heinrich</td> </tr> <tr> <td>Visuelle Kommunikation der interaktiven Medien</td> <td>5</td> <td>Produktion von Video- und Audiosequenzen</td> <td>10</td> </tr> <tr> <td>Digitales Gestalten I</td> <td>10</td> <td>Digitales Gestalten II</td> <td>5</td> </tr> <tr> <td>Klassisches Gestalten</td> <td>5</td> <td>Audiovisuelle Dynamik</td> <td>5</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> <tr> <td colspan="4">Studienrichtung PR- und Kommunikationsmanager Studienrichtungsverantwortlicher: Prof. Dr. Andreas Wrobel-Leipold</td> </tr> <tr> <td>Kommunikationsstrategien</td> <td>10</td> <td>Social Campaigning</td> <td>5</td> </tr> <tr> <td>MEK-Management</td> <td>5</td> <td>Corporate Identity</td> <td>5</td> </tr> <tr> <td>Kampagnen I</td> <td>5</td> <td>Kampagnen II</td> <td>10</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> <tr> <td colspan="4">Studienrichtung Medien-, Sport- und Eventmanager Studienrichtungsverantwortlicher: Dr. V. Kreyher</td> </tr> <tr> <td>Sport, Medien und Gesellschaft</td> <td>5</td> <td>Spezielles Recht Sport/Event</td> <td>5</td> </tr> <tr> <td>Veranstaltung I</td> <td>10</td> <td>Veranstaltung II</td> <td>10</td> </tr> <tr> <td>Sportökonomie</td> <td>5</td> <td>Corporate Identity und Public Relations</td> <td>5</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> <tr> <td colspan="4">Studienrichtung Sportjournalistik/Sportmanager Studienrichtungsverantwortlicher: Prof. Dr. phil. Detlev Gwosc</td> </tr> <tr> <td>Sportjournalismus I</td> <td>10</td> <td>Spezielles Recht Sport/ Event</td> <td>5</td> </tr> <tr> <td>Sportmanagement</td> <td>5</td> <td>Kommunikationsforschung/ Sport</td> <td>5</td> </tr> <tr> <td>Sportjournalismus II</td> <td>5</td> <td>Sportmedienproduktion</td> <td>10</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> <tr> <td colspan="4">Studienrichtung Musikmanager/ Musikproduzent Studienrichtungsverantwortlicher: Prof. Dr.-Ing. Michael Hosel</td> </tr> <tr> <td>Allgemeine Musiklehre</td> <td>5</td> <td>Komposition</td> <td>5</td> </tr> <tr> <td>Recording/ Mixing</td> <td>10</td> <td>Musikproduktion</td> <td>10</td> </tr> <tr> <td>Musikmanagement 1</td> <td>5</td> <td>Musikmanagement 2</td> <td>5</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> <tr> <td colspan="4">Studienrichtung Media Acting & Rhetorik Studienrichtungsverantwortlicher: Manuel Schöbel</td> </tr> <tr> <td>Darstellerische Grundlagen</td> <td>10</td> <td>Aufbaukurs Media Acting</td> <td>5</td> </tr> <tr> <td>Grundlagen Media Acting</td> <td>5</td> <td>Bühne und Studio</td> <td>10</td> </tr> <tr> <td>Stage Acting</td> <td>5</td> <td>Stimme und Sprache</td> <td>5</td> </tr> <tr> <td colspan="2">Credits: 20</td> <td colspan="2">Credits: 20</td> </tr> </table> | | | Studienrichtung TV-Producer / -Journalist Studienrichtungsverantwortlicher: Prof. Dr. phil. Detlev Gwosc | | | | Visuelle Kommunikation | 5 | Postproduktion | 5 | Recording | 15 | Distribution | 5 | | | Producing | 10 | Credits: 20 | | Credits: 20 | | Studienrichtung Digital Designer Studienrichtungsverantwortlicher: Prof. Frank Heinrich | | | | Visuelle Kommunikation der interaktiven Medien | 5 | Produktion von Video- und Audiosequenzen | 10 | Digitales Gestalten I | 10 | Digitales Gestalten II | 5 | Klassisches Gestalten | 5 | Audiovisuelle Dynamik | 5 | Credits: 20 | | Credits: 20 | | Studienrichtung PR- und Kommunikationsmanager Studienrichtungsverantwortlicher: Prof. Dr. Andreas Wrobel-Leipold | | | | Kommunikationsstrategien | 10 | Social Campaigning | 5 | MEK-Management | 5 | Corporate Identity | 5 | Kampagnen I | 5 | Kampagnen II | 10 | Credits: 20 | | Credits: 20 | | Studienrichtung Medien-, Sport- und Eventmanager Studienrichtungsverantwortlicher: Dr. V. Kreyher | | | | Sport, Medien und Gesellschaft | 5 | Spezielles Recht Sport/Event | 5 | Veranstaltung I | 10 | Veranstaltung II | 10 | Sportökonomie | 5 | Corporate Identity und Public Relations | 5 | Credits: 20 | | Credits: 20 | | Studienrichtung Sportjournalistik/Sportmanager Studienrichtungsverantwortlicher: Prof. Dr. phil. Detlev Gwosc | | | | Sportjournalismus I | 10 | Spezielles Recht Sport/ Event | 5 | Sportmanagement | 5 | Kommunikationsforschung/ Sport | 5 | Sportjournalismus II | 5 | Sportmedienproduktion | 10 | Credits: 20 | | Credits: 20 | | Studienrichtung Musikmanager/ Musikproduzent Studienrichtungsverantwortlicher: Prof. Dr.-Ing. Michael Hosel | | | | Allgemeine Musiklehre | 5 | Komposition | 5 | Recording/ Mixing | 10 | Musikproduktion | 10 | Musikmanagement 1 | 5 | Musikmanagement 2 | 5 | Credits: 20 | | Credits: 20 | | Studienrichtung Media Acting & Rhetorik Studienrichtungsverantwortlicher: Manuel Schöbel | | | | Darstellerische Grundlagen | 10 | Aufbaukurs Media Acting | 5 | Grundlagen Media Acting | 5 | Bühne und Studio | 10 | Stage Acting | 5 | Stimme und Sprache | 5 | Credits: 20 | | Credits: 20 | |
| Studienrichtung TV-Producer / -Journalist Studienrichtungsverantwortlicher: Prof. Dr. phil. Detlev Gwosc | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Visuelle Kommunikation | 5 | Postproduktion | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recording | 15 | Distribution | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Producing | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Studienrichtung Digital Designer Studienrichtungsverantwortlicher: Prof. Frank Heinrich | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Visuelle Kommunikation der interaktiven Medien | 5 | Produktion von Video- und Audiosequenzen | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digitales Gestalten I | 10 | Digitales Gestalten II | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Klassisches Gestalten | 5 | Audiovisuelle Dynamik | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Studienrichtung PR- und Kommunikationsmanager Studienrichtungsverantwortlicher: Prof. Dr. Andreas Wrobel-Leipold | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kommunikationsstrategien | 10 | Social Campaigning | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEK-Management | 5 | Corporate Identity | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kampagnen I | 5 | Kampagnen II | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Studienrichtung Medien-, Sport- und Eventmanager Studienrichtungsverantwortlicher: Dr. V. Kreyher | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sport, Medien und Gesellschaft | 5 | Spezielles Recht Sport/Event | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Veranstaltung I | 10 | Veranstaltung II | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sportökonomie | 5 | Corporate Identity und Public Relations | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Studienrichtung Sportjournalistik/Sportmanager Studienrichtungsverantwortlicher: Prof. Dr. phil. Detlev Gwosc | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sportjournalismus I | 10 | Spezielles Recht Sport/ Event | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sportmanagement | 5 | Kommunikationsforschung/ Sport | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sportjournalismus II | 5 | Sportmedienproduktion | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 20 | | Credits: 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Studienrichtung Musikmanager/ Musikproduzent Studienrichtungsverantwortlicher: Prof. Dr.-Ing. Michael Hosel | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Allgemeine Musiklehre | 5 | Komposition | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recording/ Mixing | 10 | Musikproduktion | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Musikmanagement 1 | 5 | Musikmanagement 2 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 20 | | Credits: 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Studienrichtung Media Acting & Rhetorik Studienrichtungsverantwortlicher: Manuel Schöbel | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Darstellerische Grundlagen | 10 | Aufbaukurs Media Acting | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Grundlagen Media Acting | 5 | Bühne und Studio | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stage Acting | 5 | Stimme und Sprache | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 20 | | Credits: 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medieninformatik PC-Technik 1S/Ü Webseitengestaltung und Standardssoftware 2S/Ü Netzwerke, Onlinesysteme 1V 1S/Ü Credits: 5 | Human Resource Management Personalmanagement 1V 1S/Ü Arbeitsrecht 2V Credits: 5 | Wahlpflicht Medienpraxis III (1 aus 10) Medienpraxis III: Hörfunk Medienpraxis III: PR Medienpraxis III: Online Medienpraxis III: Musik Medienpraxis III: Fernsehen Medienpraxis III: Print Medienpraxis III: Event Medienpraxis III: Sport Medienpraxis III: Film Medienpraxis III: Bühne jeweils 2S/Ü 2Tut Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Journalistische Grundlagen Journalistische Darstellungsformen 1V 1S/Ü Recherche 1V Journalistische Arbeitstechniken 1S/Ü Credits: 5 | Kommunikation und Gestaltung Moderation und Präsentation 2P Grafik und Design 2S/Ü 1P Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Angewandte Kommunikationsforschung Einführung in die angewandte Kommunikationsforschung 1V Statistik und Datenanalyse 2V Publikumsforschung 2S/Ü Credits: 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits: 30 | Credits: 30 | Credits: 30 | Credits: 30 | Credits: 30 | Credits: 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credits gesamt 180 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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