

# Media Management | Modul schedule

valid from winter semester 2022/2023

## 1. year

## 2. year

## 3. year

1. year		2. year			3. year	
1. semester	2. semester	3. semester	4. semester	5. semester	6. semester	
Introduction to Media Economy	Media Business Administration	Video Production	Media Practice I Selection: News Room, Event, Radio, Agency (1 out of 4)	Media Practice II Selection: News Room, Event, Radio, Agency (1 out of 4)	Practice Project Media and Business  12 weeks	
Journalism I	Journalism II	Audio Production	Media Law	Entrepreneurship and Start-up Management		
Introduction to Media Informatics	Motion Design	Print Media Production	Media and Market Research	Innovation and Media Technology		
Introduction to Design	Dramaturgy and Narration	Event and Live Communication	Academic Writing and Scientific Publishing	Interdisciplinary Learning		
Introduction to Media Production and Technology	Project Management	Specialisation: Digital Media Journalism				
Introduction to Academic Writing	Introduction to Media and Communication Studies	Journalism Practice Technology and Innovation in Journalism	Investigative Journalism Data Journalism	Journalism Studies Immersive Journalism		
		Specialisation: Production			Bachelor Thesis	
		Corporate Video Development Field Production	Screenwriting and Content Development Studio Production	Advanced Creative Writing Creative Media Production		
		Specialisation: Esports Marketing				
		Introduction to Esports Digital Marketing	Esports Management Live Communication in Esports	Esports Events Operational Marketing		
		Specialisation: Business				
		Business Law Digital Marketing	Human Resource Management Operational and strategic management	International Business Communication Cost and Activity Accounting		