

# Media Management and Technology | Modul schedule

valid from winter semester 2022/2023

## 1. year

### 1. semester

Business Management

Innovation and Change Management

Research Methods

Interactive Media Production I

#### Master Classes (2 out of 4)

##### Journalism

Media Ethics and  
journalistic Quality

##### Marketing

Influencer Marketing

##### Business

Product Management

##### Creative Production

Interactive Storytelling

### 2. semester

International Management

Digital Media Business

Empirical Research

Interactive Media Production II

#### Master Classes (2 out of 4)

##### Journalism

International Media Systems  
and journalistic Cultures

##### Marketing

PR and Campaigning

##### Business

Media Research Project

##### Creative Production

Interactive FormatDevelopment

## 2. year

### 3. semester

Research Project  
Media and Business

16 weeks

Literature Studies

### 4. semester

Master Thesis