

Communication Management MA 2019 nominal plan, 120 EAP

		EAP	A19	S20	A20	S21
FKI7001.FK	ELU – Enhanced Learning Unlimited	6			6	
COMMUNICATION MANAGEMENT COURSES (50ECTS)						
Compulsory courses (38 ECTS)						
BFM7382.FK	Research Methods	6		6		
BFM7384.FK	Social Media and Society	4	4			
BFM7386.FK	Marketing and Business Communication	4	4			
KOI7004.FK	Communication Strategy	5			5	
KOK7073.FK	Communication Theory	4	4			
KOK7033.FK	Basics of Intercultural Communication	4	4			
KOI7046.FK	Globalization and identity in society	5		5		
KOI7021.FK	Internationalization, Multiculturalism and the Challenges for Business Management	4	4			
KOI7047.FK	Master's Seminar I	4			4	
KOI7048.FK	Master's Seminar II	4				4
BFM7003.FK	Introduction to Media Management and Economics	6	6			
BFI7027.FK	Transmedia Storytelling Theories and Methods	4		4		
KOI7031.FK	Internship	6			6	
KOI7030.FK	Super-Diversity and Intercultural Communication	6		6		
Electives (choose 12 ECTS during 2 years)						
LCE6332.HT	English for Special Purposes C1.2	6		6		
KOK7042.FK	International PR	4		4		
BFM7388.FK	Media Innovation	6		6		
KOI7001.FK	Risk and Crisis Communication Theories	4	4			
FKI7002.FK	External Internship * can be done any semester	9				
FREE ELECTIVE COURSES (12 ECTS during 2 years)						
* including the levelling module. Courses of the levelling module:						
KOK6065.FK	Organisational Communication	6		6		
KOK6023.FK	Public Relations Theory	4		4		
Master's Thesis 24 ECTS						24