

Erster Studienabschnitt

IMC-101 - BWL & Marketing I

IMC-101	5 CP	
Version of 2. Decision from 01.01.1970.		
Module label	BWL & Marketing I	
Module code	IMC-101	
Semester of first implementation		
Module used in courses of study / semesters	<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt 	
Responsible person for this module		
Prerequisites		
Skills to be acquired in this module	<p>Die Studierenden sind in der Lage:</p> <p>die zentralen Begrifflichkeiten der Betriebswirtschaftslehre zu benennen, die Grundlagen wirtschaftlichen Handelns (Entrepreneurship) zu benennen,</p> <p>Strategien und Kriterien zur Typisierung von Unternehmen (ökonomische Eckdaten/Bilanz, Geschäftsmodell/Branche, Geschäftsentwicklung, Unternehmenskultur,...) selbständig anwenden,</p> <p>Ziele, Strukturen und Strategien von Wirtschaftsakteuren systematisch zu beschreiben und auf praxisbezogene Fragestellungen der Marketingkommunikation und PR anzuwenden,</p> <p>Instrumente, Ziele und Strategien der Unternehmenskommunikation, bezogen auf Marketing, PR und HR selbständig systematisch kritisch zu analysieren,</p> <p>die Grundlagen der Marketingtheorie systematisch und funktional zu verstehen (Marketingziele und Marketingstrategien, Marketingmix, -implementierung, controlling),</p> <p>die Elemente eines Marketingplans zu benennen,</p> <p>erste eigene Konzepte eines Marketingplans zu formulieren.</p>	
Module contents		
Forms of instruction	Seminar (3 SWS) Seminar (2 SWS) Seminar (1 SWS)	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	24	
Time of examination		
Credit points	5 CP	
Share on module final degree	Course 1: 0%; Course 2: 0%; Course 3: 0%.	
Share of module grade on the course of study's final grade	1	
Examination	Exam prerequisites	Type of examination
Course 1		
Course 2		
Course 3		
Final exam of module		R, H, K
Exam repetition information		

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Grundlagen BWL	3	51	9	0	0	60
Course 2	Seminar	Grundlagen Marketing I	2	34	26	0	0	60
Course 3	Seminar	Wissenschaftlic hes Arbeiten	1	17	13	0	0	30
Total module workload								150

IMC-102 - Visuelle Kommunikation I

IMC-102									8 CP
Version of 2. Decision from 01.01.1970.									
Module label	Visuelle Kommunikation I								
Module code	IMC-102								
Semester of first implementation									
Module used in courses of study / semesters	<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt 								
Responsible person for this module									
Prerequisites									
Skills to be acquired in this module	<p>Die Studierenden sind in der Lage:</p> <p>formalästhetische Probleme in den visuellen Medien zu erkennen und zu bewerten,</p> <p>eine Gestaltungsaufgabe selbstständig konzeptionell und visuell zu erfassen, zu entwickeln, darzustellen und zu realisieren.</p> <p>Die Studierenden können methodische und gestalterische Entwurfsgrundlagen im Bereich Typografie und Layout anwenden.</p>								
Module contents									
Forms of instruction	Exercises (3 SWS) Exercises (3 SWS) Exercises (3 SWS) Exercises (3 SWS)								
Language of instruction	German								
Duration (semesters)	1 Semester								
Module frequency	jährlich								
Module capacity	24								
Time of examination									
Credit points	8 CP								
Share on module final degree	Course 1: 0%; Course 2: 0%; Course 3: 0%; Course 4: 0%.								
Share of module grade on the course of study's final grade	1								
Examination	Exam prerequisites			Type of examination					
Course 1									
Course 2									
Course 3									
Course 4									
Final exam of module	Pf								
Exam repetition information									
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Exercises	Grundlagen der visuellen Kommunikation	3	51	9	0	0	60	
Course 2	Exercises	Ideation/Entwurf	3	51	9	0	0	60	
Course 3	Exercises	Einführung Grafikdesign	3	51	9	0	0	60	
Course 4	Exercises	Einführung Fotografie	3	51	9	0	0	60	
Total module workload									240

IMC-103 - Audiovisuelle Kommunikation I

IMC-103									6 CP
Version of 2. Decision from 01.01.1970.									
Module label	Audiovisuelle Kommunikation I								
Module code	IMC-103								
Semester of first implementation									
Module used in courses of study / semesters	<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt 								
Responsible person for this module									
Prerequisites									
Skills to be acquired in this module	<p>Die Studierenden können Bewegtbildmedien für Marketing und PR analysieren.</p> <p>Sie können eine Videoaufnahme incl. Audio und Lichttechnik für einfache Anwendungen (Interview) im Team realisieren.</p> <p>Sie können das Rohmaterial selbstständig in des Schnittsystem importieren und für den Schnitt organisieren.</p> <p>Sie können einen einfachen Videoschnitt selbstständig durchführen und die Produktion in den gängigen Video-Datenformaten ausgeben.</p>								
Module contents									
Forms of instruction	Seminar (3 SWS) Exercises (3 SWS) Exercises								
Language of instruction	German								
Duration (semesters)	1 Semester								
Module frequency	jährlich								
Module capacity	24								
Time of examination									
Credit points	6 CP								
Share on module final degree	Course 1: 0%; Course 2: 0%; Course 3: 0%.								
Share of module grade on the course of study's final grade	1								
Examination	Exam prerequisites				Type of examination				
Course 1									
Course 2									
Course 3									
Final exam of module	R								
Exam repetition information									
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	
Course 1	Seminar	Bewegtbild für Marketing und PR	3	51	9	0	0	60	
Course 2	Exercises	Einführung Videoaufnahme (Technik und Anwendung)	3	51	9	0	0	60	
Course 3	Exercises	Einführung Videoschnitt (Technik und Anwendung)		51	9	0	0	60	
Total module workload									180

IMC-104 - Praxisphase I

IMC-104

11 CP

Version of 2. Decision from 01.01.1970.								
Module label	Praxisphase I							
Module code	IMC-104							
Semester of first implementation								
Module used in courses of study / semesters	<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt 							
Responsible person for this module								
Prerequisites								
Skills to be acquired in this module	Die Studierenden lernen ihr künftiges Berufsfeld in einer Agentur, einem Unternehmen oder einer Organisation (Praxispartner) kennen. Sie orientieren sich zu Unternehmensstrukturen, Zuständigkeiten und Schnittstellen. Sie lernen die Infrastruktur und Arbeitsmittel kennen.							
Module contents								
Forms of instruction	Practical training Colloquium (1 SWS)							
Language of instruction	German							
Duration (semesters)	1 Semester							
Module frequency	jährlich							
Module capacity	24							
Time of examination								
Credit points	11 CP							
Share on module final degree	Course 1: 0%; Course 2: 0%.							
Share of module grade on the course of study's final grade	1							
Examination	Exam prerequisites	Type of examination						
Course 1								
Course 2								
Final exam of module		PB und Pf, PA						
Exam repetition information								
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase I		300	0	0	0	300

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
				tsprozesse/Schnittstellen und beteiligten Rollen	Kenntnisse und Fertigkeiten aus Studium und Berufsschule			
Course 2	Colloquium	Reflexion I	1	17	13	0	0	30
<p>Total module workload 330</p>								

IMC-105 - Interaktive Medien I

IMC-105 6 CP

Version of 2. Decision from 01.01.1970.

Module label Interaktive Medien I

Module code IMC-105

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind in der Lage in Gruppenarbeiten ein prototypisch praxisnahes Entwurfsprojekt Interaktiver Medien zu erarbeiten und können dies in wesentlichen Teilen mithilfe der erlernten Softwareprogramme selbstständig realisieren.

Module contents

Forms of instruction Exercises (3 SWS)
Exercises (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 6 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
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Course 1	Exercises	Konzeption und Kreation von Interaktiven Medien	3	51	<div class="formatted-content"><table><tbody><tr><td><p>Aktive Mitarbeit.</p></td></tr></tbody></table></div>	39	<div class="formatted-content"><table><tbody><tr><td><p>Umsetzung und Bearbeitung der gestellten Themen.</p></td></tr></tbody></table><table><tbody><tr><td><p>Aktive Auseinandersetzung mit dem Thema. </p></td></tr></tbody></table></div>	0	0	90
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Course 2	Exercises	Realisierung interaktiver	3	51	<div class="formatted-content"></div>	39	<div class="formatted-content"></div>	0	0	90
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Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
		Medien (Frontend)		content">Aktive Mitarbeit. </div>	nt">Umsetzung und Bearbeitung der gestellten Themen. </p></td></tr></tbody></table>			
Total module workload								180

IMC-106 - Visuelle Kommunikation II

IMC-106 5 CP

Version of 2. Decision from 01.01.1970.

Module label Visuelle Kommunikation II

Module code IMC-106

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Exercises (3 SWS)
Exercises (1 SWS)
Exercises (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 5 CP

Share on module final degree Course 1: 0%; Course 2: 0%; Course 3: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Course 3

Final exam of module Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Exercises	Kommunikation sdesign	3	51	9	0	0	60
Course 2	Exercises	Texten für Werbe und Informationsmedien	1	17	13	0	0	30
Course 3	Exercises	Druckvorstufe, Drucktechnologie und Konfektionierung	3	51	9	0	0	60

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
				<p><p>Aktive Mitarbeit und regelmäßige Teilnahme.</p></p>	<p><p>Intensive Bearbeitung der gestellten Aufgaben.
</p>			
						<p><p>Vertiefung der vermittelten Themen.</p></p>		
Total module workload								150

IMC-107 - Audiovisuelle Kommunikation II

IMC-107

8 CP

Version of 2. Decision from 01.01.1970.

Module label	Audiovisuelle Kommunikation II
Module code	IMC-107
Semester of first implementation	
Module used in courses of study / semesters	<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Die Studierenden sind dazu in der Lage:

einen Auftrag zur Produktion eines Unternehmensfilms im Dialog mit einem "Auftraggeber" in allen Phasen der Pre-Production selbständig zu bearbeiten und dabei die Anforderungen (Zielsetzung, Zielgruppe, Redaktion, Dramaturgie, kalkulation von Kosten/Ressourcen) adäquat zu berücksichtigen.

Sie können in kleinen Teams Videoaufnahmen planen und realisieren sowie schnitttechnisch bearbeiten.

Module contents

Forms of instruction

Exercises (3 SWS)
Exercises (1 SWS)
Exercises (3 SWS)
Exercises (3 SWS)

Language of instruction

German

Duration (semesters)

1 Semester

Module frequency

jährlich

Module capacity

24

Time of examination

Credit points

8 CP

Share on module final degree

Course 1: 0%; Course 2: 0%; Course 3: 0%; Course 4: 0%.

Share of module grade on the course of study's final grade

1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Course 3

Course 4

Final exam of module

E, P

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload			
Course 1	Exercises	Konzeption einer Bewegtbildproduktion für Marketing und PR	3	51	<div class="formatted-content"> <table border="1"> <tbody> <tr> <td>aktive Mitarbeit im Seminar und in der Projektgruppe</td> </tr> </tbody> </table> </div>	aktive Mitarbeit im Seminar und in der Projektgruppe	<div class="formatted-content"> <table border="1"> <tbody> <tr> <td>Erproben von Tools zu Projektmanagement und Kommunikation, ständige Beobachtung und Analyse aktueller Unternehmensfilme</td> </tr> </tbody> </table> </div>	Erproben von Tools zu Projektmanagement und Kommunikation, ständige Beobachtung und Analyse aktueller Unternehmensfilme	0	0	60
aktive Mitarbeit im Seminar und in der Projektgruppe											
Erproben von Tools zu Projektmanagement und Kommunikation, ständige Beobachtung und Analyse aktueller Unternehmensfilme											

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 2	Exercises	Sprache und Interviews	1	17	43	0	0	60
Course 3	Exercises	Marketing und Management II (Marketingkommunikation)	3	51	9	0	0	60
Course 4	Exercises	Videoproduktion	3	51	9	0	0	60
Total module workload								240

IMC-108 - Praxisphase II

IMC-108 11 CP

Version of 2. Decision from 01.01.1970.

Module label Praxisphase II

Module code IMC-108

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Practical training
Colloquium (1 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 11 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PB und Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase II		300	0	0	0	300

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
					Kenntnisse und Fertigkeiten aus Studium und Berufsschule entsprechend Studienverlauf			
Course 2	Colloquium	Reflexion II	1	17	13	0	0	30
<p>Total module workload 330</p>								

IMC-109 - Marketing III

IMC-109 4 CP

Version of 2. Decision from 01.01.1970.

Module label Marketing III

Module code IMC-109

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind dazu in der Lage:

die unterschiedlichen Konzepte des Relationship-Managements für PR und Marketing zu benennen und können selbständig daraus Handlungsfelder und Instrumente der Kommunikation ableiten.

Module contents

Forms of instruction Seminar (3 SWS)
Lecture (2 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 4 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module R, H, K

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Marketing III (Relationship-Management)	3	51	9	0	0	60
Course 2	Lecture	PR-Einführung	2	34	26	0	0	60
Total module workload								120

IMC-110 - Mediastrategie und Medienmanagement

IMC-110 6 CP

Version of 2. Decision from 01.01.1970.

Module label Mediastrategie und Medienmanagement

Module code IMC-110

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Die Studierenden sind in der Lage:

die tatsächliche Nutzung von Web-Angeboten zu analysieren sowie Optimierungs- und Marketingmaßnahmen zu konzipieren,

grundlegende netzwerkbasierte Systeme im Produktionsworkflow einzuplanen und zu nutzen, Trends zu erkennen und zu bewerten.

Module contents

Forms of instruction

Seminar (3 SWS)
Seminar (3 SWS)
Exercises (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 6 CP

Share on module final degree Course 1: 0%; Course 2: 0%; Course 3: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Course 3

Final exam of module R, H, Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Media-Strategie und Mediamanagement	3	51	9	0	0	60
Course 2	Seminar	IT-Workflow, Kommunikationstechnologie & Tools	3	51	9	0	0	60

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 3	Exercises	Datenmanagement, Datenbanken (Backend)	3	51	9	0	0	60
Total module workload								180

IMC-111 - Audiovisuelle Kommunikation III

IMC-111 9 CP

Version of 2. Decision from 01.01.1970.

Module label	Audiovisuelle Kommunikation III
Module code	IMC-111
Semester of first implementation	
Module used in courses of study / semesters	<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Die Studierenden sind in der Lage:

sich mit verteilten Rollen in kleinen Teams zu organisieren und eine Bewegtbildproduktion zu realisieren.

Die Studierenden sind dazu in der Lage:

die im Drehbuch vorgesehen Einstellungen zu realisieren und die Postproduction in allen Phasen durchzuführen.

Module contents

Forms of instruction

Project seminar (2 SWS)
Project seminar (3 SWS)

Language of instruction

German

Duration (semesters)

1 Semester

Module frequency

jährlich

Module capacity

24

Time of examination

Credit points

9 CP

Share on module final degree

Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade

1

Examination	Exam prerequisites	Type of examination
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Course 1		Präsentation einer abgeschlossenen Bewegtbildproduktion, Dokumentation des Projektverlaufs unter Berücksichtigung der Aspekte Kreation/Dramaturgie/Regie, Projektmanagement/Schnittstellen, Kundendialog, Ressourceneinsatz/Ökonomie, Relation Planungsvorgaben/Erwartungen zu Ergebnissen/Resonanz/selbstkritischer Einschätzung, individuelle Reflexion der eigenen Erfahrungen, der Rolle, der Leistungen und Teamprozesse.
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Course 2		abgeschlossene Filmproduktion
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Final exam of module		PA
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Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Project seminar	Bewegtbildproduktion für Marketing und PR - Projekt	2	34	146	0	0	180
Course 2	Project seminar	Videoproduktion II: Projekt	3	51	39	0	0	90

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
				<p>Konzentration auf die Rollenverantwortung im Projektteam</p>	<p>selbstorganisiertes Projektmanagement</p>			
					<p>Übungen mit dem Projekt vorgesehenen Equipment</p>			
Total module workload								270

IMC-112 - Praxisphase III

IMC-112 11 CP

Version of 2. Decision from 01.01.1970.

Module label Praxisphase III

Module code IMC-112

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Practical training
Colloquium (1 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 11 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PB und Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload																				
Course 1	Practical training	Praxisphase III		600	<div style="font-family: monospace; font-size: small;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><div class="formatted-content"></p> <table border="1"> <thead> <tr> <th>Workload of compulsory attendance</th> <th>Workload of preparation / homework etc</th> <th>Workload of independent learning</th> <th>Workload (examination and preparation)</th> <th>Sum workload</th> </tr> </thead> <tbody> <tr> <td>600</td> <td>0</td> <td>0</td> <td>0</td> <td>600</td> </tr> </tbody> </table> </div> <div style="width: 50%;"> <p><div class="formatted-content"></p> <table border="1"> <thead> <tr> <th>Workload of compulsory attendance</th> <th>Workload of preparation / homework etc</th> <th>Workload of independent learning</th> <th>Workload (examination and preparation)</th> <th>Sum workload</th> </tr> </thead> <tbody> <tr> <td>600</td> <td>0</td> <td>0</td> <td>0</td> <td>600</td> </tr> </tbody> </table> </div> </div> </div>	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	600	0	0	0	600	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload	600	0	0	0	600	0	0	600
Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload																								
600	0	0	0	600																								
Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload																								
600	0	0	0	600																								

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
					Kenntnisse und Fertigkeiten aus Studium und Berufsschule entsprechend Studienverlauf			
Course 2	Colloquium	Reflexion III	1	17	13	0	0	30
<p>Total module workload 630</p>								

IMC-113 - Vernetzte Kommunikation

IMC-113 4 CP

Version of 2. Decision from 01.01.1970.

Module label Vernetzte Kommunikation

Module code IMC-113

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind dazu in der Lage:

die Methoden des Targeting zu benennen und die Entwicklung der Mediatisierung und die Mechanismen des prädiktiven Marketings sowie die Geschäftsmodelle internationaler Unternehmen, die auf der Auswertung des Nutzerverhaltens basieren, unter medienethischen und gesellschaftskritischen Gesichtspunkten selbständig zu analysieren.

Module contents

Forms of instruction Seminar (3 SWS)
Seminar (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 4 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination	Exam prerequisites	Type of examination
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Course 1

Course 2

Final exam of module R, H

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Methoden der Zielgruppenansprache	3	51	9	0	0	60
Course 2	Seminar	Vernetzte Kommunikation: Individuum und Gesellschaft	3	51	9	0	0	60

Total module workload 120

IMC-114 - Mediastrategie und Medienplanung

IMC-114 9 CP

Version of 2. Decision from 01.01.1970.

Module label Mediastrategie und Medienplanung

Module code IMC-114

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind dazu in der Lage:

die unterschiedlichen Potentiale verschiedener Kanäle und Medien zu unterscheiden, entwickeln bezogen auf konkrete Kommunikationsziele eine Mediastrategie und formulieren operationale Kriterien für ein erfolgreiches Mediamanagement. Sie kennen die wichtigsten Akteure der Mediabranche und haben sich selbständig mit den aktuellen Entwicklungen eines data-driven Multi-Channel-Marketings auseinandergesetzt.

Module contents

Forms of instruction Project seminar (3 SWS)
Seminar (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 9 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination	Exam prerequisites	Type of examination
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Course 1		Projektportfolio zur Entwicklung einer Mediastrategie
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Course 2		
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Final exam of module		PA, R, HA
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Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Project seminar	Mediastrategie und Medienplanung	3	51	309	0	0	360

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
					<table> <tbody> <tr> <td> <p>Exemplarische Analyse aktueller Mediastrategien in den Fachmedien und Rezeption prämierter Strategien /Deutscher Media-Preis)</p> </td> </tr> </tbody> </table> </td> <td></td> <td></td> <td></td>			
Course 2	Seminar	Positionen und Fallbeispiele der Kommunikationsbranche	3	51	39 <div class="formatted-content"> <table> <tbody> <tr> <td> <p>aktuelle Auswertung einschlägiger Branchen-Medien</p> </td> </tr> </tbody> </table> <table> <tbody> <tr> <td> <p>Ausein andersetzung mit der Anbieterstruktur und dem Portfolio der Kommunikations-, PR-Agenturen und Media-Agenturen </p> </td> </tr> </tbody> </table></div>	0	0	90
Total module workload								450

IMC-115 - Interaktive Medien II

IMC-115 6 CP

Version of 2. Decision from 01.01.1970.

Module label Interaktive Medien II

Module code IMC-115

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind in der Lage:

eine integrierte Medienproduktion, nutzerzentriert zu entwickeln, zu planen und über Art, Umfang und Einsatz von verschiedenen Medialkanälen selbstständig zu entscheiden,

inhaltlich, strategische Anforderungen in kreative Leitideen zu transformieren und in aktuelle technologische Konzepte zu überführen und zu steuern

Module contents

Forms of instruction Seminar (3 SWS)
Seminar (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 6 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination	Exam prerequisites	Type of examination
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Course 1

Course 2

Final exam of module PA, Pf, R

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Konzeption Integrated Media	3	51	189	0	0	240
Course 2	Seminar	Realisierung Integrated Media II (Frontend)	3	51	9	0	0	60

Total module workload 300

IMC-116 - Praxisphase IV

IMC-116 11 CP

Version of 2. Decision from 01.01.1970.

Module label Praxisphase IV

Module code IMC-116

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Erster Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Practical training
Colloquium (1 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 11 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PB und Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
Course 1	Practical training	Praxisphase IV		600	<div style="font-family: monospace; font-size: small;"> <div class="formatted-content"> <table border="1"> <tbody> <tr> <td> <p>Aufzeichnung der Aufgaben, Arbeitsprozesse/Schnittstellen und beteiligten Rollen</p> </td> <td> <p>ständige Beobachtung und Auswertung der Geschäftstätigkeit des Praxispartners, insbesondere der Kommunikationsmaßnahmen (Web-Präsenz, Messen, Events, Werbung, PR, HR,...)</p> </td> </tr> </tbody> </table> </div> </div>	<p>Aufzeichnung der Aufgaben, Arbeitsprozesse/Schnittstellen und beteiligten Rollen</p>	<p>ständige Beobachtung und Auswertung der Geschäftstätigkeit des Praxispartners, insbesondere der Kommunikationsmaßnahmen (Web-Präsenz, Messen, Events, Werbung, PR, HR,...)</p>	0	0	600
<p>Aufzeichnung der Aufgaben, Arbeitsprozesse/Schnittstellen und beteiligten Rollen</p>	<p>ständige Beobachtung und Auswertung der Geschäftstätigkeit des Praxispartners, insbesondere der Kommunikationsmaßnahmen (Web-Präsenz, Messen, Events, Werbung, PR, HR,...)</p>									

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
					Kenntnisse und Fertigkeiten aus Studium und Berufsschule entsprechend Studienverlauf			
Course 2	Colloquium	Reflexion IV	1	17	13	0	0	30
<p>Total module workload 630</p>								

Zweiter Studienabschnitt

IMC-201 - Medienökonomie und Recht

IMC-201 6 CP

Version of 2. Decision from 01.01.1970.

Module label Medienökonomie und Recht

Module code IMC-201

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind in der Lage:

die ökonomischen, rechtlichen und branchenspezifischen Faktoren zu benennen und erkennen, welche für die Entwicklung tragfähiger Geschäftsmodelle in der Kommunikationsbranche und ökonomisch erfolgreicher Medienproduktionen relevant sind.

Module contents

Forms of instruction Seminar (2 SWS)
Seminar (2 SWS)
Lecture (2 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 6 CP

Share on module final degree Course 1: 0%; Course 2: 0%; Course 3: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Course 3

Final exam of module R,H,M, K

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Ökonomie der Werbung	2	34	26	0	0	60

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
</table></div>										
Course 2	Seminar	Kalkulation und Controlling	2	34	<div class="formatted-content"><table><tbody><tr><td><p>Aktive Mitarbeit im Seminar</p></td></tr></tbody></table></div>	26	<div class="formatted-content"><table><tbody><tr><td><p>Kritische Reflexion</p></td></tr></tbody></table></div>	0	0	60
Course 3	Lecture	Medienrecht, Vertragsrecht	2	34	<div class="formatted-content"><table><tbody><tr><td><p>Aktive Mitarbeit im Seminar</p></td></tr></tbody></table></div>	26	0	0	60	
Total module workload										
180										

IMC-202 - Kommunikationsprojekt

IMC-202 24 CP

Version of 2. Decision from 01.01.1970.

Module label Kommunikationsprojekt

Module code IMC-202

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden sind in der Lage:

in kleinen selbstorganisierten Teams eine Kommunikationskampagne in Strategie und Kreation zu planen sowie in einigen Elementen prototypisch im Artwork zu realisieren.

Module contents

Forms of instruction Project seminar (4 SWS)
Exercises (4 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 24 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PA, Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Project seminar	Kommunikation sstrategie	4	68	202	0	0	270
Course 2	Exercises	Kreation und Produktion	4	68	202	0	0	270
Total module workload								540

IMC-204 - Kommunikationswissenschaft I

IMC-204 6 CP

Version of 2. Decision from 01.01.1970.

Module label Kommunikationswissenschaft I

Module code IMC-204

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Seminar (3 SWS)
Seminar (3 SWS)
Seminar (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 6 CP

Share on module final degree Course 1: 0%; Course 2: 0%; Course 3: 0%.

Share of module grade on the course of study's final grade 1

Examination	Exam prerequisites	Type of examination
Course 1		
Course 2		
Course 3		
Final exam of module		R, H, K, PA

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Methoden der Kommunikationswissenschaft	3	51	9	0	0	60

Die Studierenden kennen die Ergebnisse und Methoden kommunikations- und medienwissenschaftlicher Forschung, haben einen Überblick über die Methoden der Sozialforschung und können diese bezogen auf eine eigene Fragestellung auswählen und anwenden

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
					(Inhaltsanalyse, Befragung, Beobachtung).			
Course 2	Seminar	Statistik	3	51	9	0	0	60
Course 3	Seminar	Empirie (Projekt)	3	51	9	0	0	60
Total module workload								180

IMC-205 - Praxisphase VI

IMC-205 24 CP

Version of 2. Decision from 01.01.1970.

Module label Praxisphase VI

Module code IMC-205

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Practical training
Colloquium (2 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 24 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PB und Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase VI		660		0	0	660

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
							Kenntnisse und Fertigkeiten aus Studium und Berufsschule entsprechend Studienverlauf	
Course 2	Colloquium	Reflexion VI	2	34	26	0		60
<p>Total module workload</p>								720

IMC-206 - Praxisphase VII

IMC-206 24 CP

Version of 2. Decision from 01.01.1970.

Module label Praxisphase VII

Module code IMC-206

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Practical training
Colloquium (2 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 24 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PB und Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase VII		660	0	0	0	660

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload		
					der Kommunikationsmaßnahmen (Web-Präsenz, Messen, Events, Werbung, PR, HR,...) </p></td></tr></tbody></table></div></td></tr></tbody></table></div>					
Course 2	Colloquium	Reflexion VII	2	34	<div class="formatted-content"><table><tbody><tr><td><p>aktive Teilnahme an der Diskussion</p></td></tr></tbody></table></div>	26	<div class="formatted-content"><table><tbody><tr><td><p>Auswertung und Reflexion der Aufzeichnung zu Aufgaben, Arbeitsprozesse/Schnittstellen und beteiligten Rollen in den Projekten der Praxisphase </p></td></tr></tbody></table><p>orientierende Recherche zu den Praxispartnern </p></div></td>	0	0	60
Total module workload								720		

IMC-207 - Kommunikationswissenschaft II

IMC-207 6 CP

Version of 2. Decision from 01.01.1970.

Module label Kommunikationswissenschaft II

Module code IMC-207

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module Die Studierenden erlernen methodische und theoretische Grundlagen der Kommunikationswissenschaft

Module contents

Forms of instruction Seminar (3 SWS)
Seminar (3 SWS)
Seminar (3 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 6 CP

Share on module final degree Course 1: 0%; Course 2: 0%; Course 3: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Course 3

Final exam of module R,H,K

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Seminar	Mediaforschung	3	51	9	0	0	60
Course 2	Seminar	Kommunikation spsychologie	3	51	9	0	0	60
Course 3	Seminar	Theorien und Modelle	3	51	9	0	0	60
Total module workload								180

IMC-208 - Praxisphase VIII

IMC-208 16 CP

Version of 2. Decision from 01.01.1970.

Module label Praxisphase VIII

Module code IMC-208

Semester of first implementation

Module used in courses of study / semesters

- Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt

Responsible person for this module

Prerequisites

Skills to be acquired in this module

Module contents

Forms of instruction Practical training
Colloquium (1 SWS)

Language of instruction German

Duration (semesters) 1 Semester

Module frequency jährlich

Module capacity 24

Time of examination

Credit points 16 CP

Share on module final degree Course 1: 0%; Course 2: 0%.

Share of module grade on the course of study's final grade 1

Examination Exam prerequisites Type of examination

Course 1

Course 2

Final exam of module PB und Pf

Exam repetition information

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
Course 1	Practical training	Praxisphase VIII		420	0	0	0	420

Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload
					Kenntnisse und Fertigkeiten aus Studium und Berufsschule entsprechend Studienverlauf			
Course 2	Colloquium	Reflexion VIII	1	17	aktive Teilnahme an der Diskussion	60	0	77
Total module workload								497

IMC-209 - Bachelorarbeit

IMC-209									14 CP								
Version of 2. Decision from 01.01.1970.																	
Module label		Bachelorarbeit															
Module code		IMC-209															
Semester of first implementation																	
Module used in courses of study / semesters		<ul style="list-style-type: none"> Integrated Media & Communication Dual (Bachelor) > Integrated Media & Communication 240 CP IMC, 1. Version of accreditation valid from WiSe 21/22 > Zweiter Studienabschnitt 															
Responsible person for this module																	
Prerequisites																	
Skills to be acquired in this module																	
Module contents																	
Forms of instruction		Independent supervised work Seminar (2 SWS)															
Language of instruction		German															
Duration (semesters)		1 Semester															
Module frequency		1															
Module capacity		24															
Time of examination																	
Credit points		14 CP															
Share on module final degree		Course 1: 0%; Course 2: 0%.															
Share of module grade on the course of study's final grade		3															
Examination			Exam prerequisites			Type of examination											
Course 1																	
Course 2																	
Final exam of module		BAA und H,P															
Exam repetition information																	
Module course label	Course type	Course title	SWS	Workload of compulsory attendance	Workload of preparation / homework etc	Workload of independent learning	Workload (examination and preparation)	Sum workload									
Course 1	Independent supervised work	Bachelorthesis		0	0	353	0	353									
Course 2	Seminar	Studienabschlussseminar	2	34	26	0	0	60									
<div style="font-family: monospace; font-size: small;"> <table border="1"> <tbody> <tr> <td colspan="9"> <p>exemplarisch Examensarbeiten BA IMC und vergleichbarer Studiengänge mit verwandten Themen und Methoden lesen</p> </td> </tr> </tbody> </table> </div>									<p>exemplarisch Examensarbeiten BA IMC und vergleichbarer Studiengänge mit verwandten Themen und Methoden lesen</p>								
<p>exemplarisch Examensarbeiten BA IMC und vergleichbarer Studiengänge mit verwandten Themen und Methoden lesen</p>																	
Total module workload									413								

