

Curriculum

Master Class Media Content & Data Management

1st year of studies

1 st semester	ECTS
Basic Module Conception	5
Data Analytics & Information Architecture	3
Innovation & Creative Problem Solving	2
Masterclass Conception	10
Masterclass Introduction Media Content & Data Management	5
Masterclass Media Content & Data Management	5
Professional Field – Basics	5
Digital Business Transformation & Career Management	3
Leadership & Team Development	2
Communication & Design	5
Brand Identity & Corporate Design	3
Design and Communications Theory	2
Crossmedia & Convergence Management	5
Cross-media Publishing	5

2 nd semester	ECTS
Basic Module Prototyping	5
Summer School	5
Masterclass Prototyping	10
Masterclass Media Content & Data Management	10
Prototyping & Implementation	5
Prototyping & Implementation MCDM	5
Career Development in the Professional Field	10
Empirical Research Methods	2
Career Development in the Professional Field	3
Business Management Fundamentals*	2
Digital Technologies Fundamentals**	2
Media Business Management	3

* for students with a technical background

** for students with a business background

2nd year of studies

3 rd semester	ECTS
Basic Module Exploitation I	5
Businessplanning & Entrepreneurship I	3
Law & IP Protection	2
Masterclass Exploitation	10
Masterclass Media Content & Data Management	10
Coaching & Consulting	5
Coaching & Consulting MCDM	5
Professional Field – Reflection	10
Expose Workshop	4
Presentation & Exploitation	3
Lecture Series Professional Field	3

4 th semester	ECTS
Basic Module Exploitation II	5
Businessplanning & Entrepreneurship II	5
Masterclass – Dissemination	5
Masterclass Media Content & Data Management	5
Masterthesis	20
Masterthesis	18
Master Exam	2

Details and information about the masterclass

