

§ 14 Studienplan ICCMM

Lfd. Nr.	Module	Unit	Art der LV	ECTS	SWS			P
					1	2	3	
1	Strategic International Corporate Communication		SU	6	3			P (1StA,1RE)
2	Media Management and Content Production in the Digital Age		SU	6	3			P (1StA,1RE)
3	Institutional, Ethical and Cultural Aspects of International Media Production and Usage		SU	6	3			P (1StA***,1RE)
4	Human Centered Design and Design Thinking		SU	6	3			P (1StA,1RE)
5	Methods of Communication and Media Research		SU	6	3			P (1StA,1RE)
6	International Semester*			30				
7	International Strategic Management**		SU	6			4	P (1 StA, 1 RE)
	Sustainability and CSR Communication	Sustainability Marketing OR World in Transition OR Civic Ecology by VAN	Online Course	6				P (K, RE)
		Capstone Projects: Sustainability and CSR Communication	SU				2	
8	Master	Master Thesis		16			2	P (1MT)
		Master Thesis Seminar	S	2				P (1RE,30min)
				90				

* abzulegen im Ausland, i.d.R. an einer der HNU-Partnerhochschulen laut Modulkatalog

**aus dem Masterstudiengang Advanced Management

***Als Studienarbeit gilt in diesem Modul auch ein abzulieferndes Portfolio