

ICCMM

Short summary for students starting in **summer semester 2020** or later

This is merely a quick summary. The only legally binding regulations are the study and exams regulations (Studien- und Prüfungsordnung) and all other rules, regulations and laws applicable to this study course.

Important contact persons

Course administration at the exams office	Jessica Wiume jessica.wiume@hnu.de 0731-9762-2004 Office A.1.25
Head of the degree program	Prof. Dr. Wilke Hammerschmidt wilke.hammerschmidt@hnu.de 0731-9762-1544 Appointments only by prior arrangement!
Examinations board	The examinations board rules about all extensions of deadlines or exemptions from regulations. To file a motion to the board, you have to send it to the course administration at the exams office . Please state your reasons with every motion and provide supporting documentation (e.g. doctor's certificates). Motions have to be filed immediately but at least five workdays after the announcement of results for the respective semester.
Academic advisor	If you need assistance in planning your studies, if you consider dropping out, or if you want to switch your degree course: Thomas Bartl studienberatung@hnu.de 0731-9762-2000 Office A.1.16
BIZEPS (psycho-social counselling)	If you face special challenges (e.g. if you are pregnant, have to care for children or relatives, suffer financial or psychological problems), our psycho-social counselor may be able to help: Christoph Giebeler bizeps@hnu.de 0731-9762-1444 Office B.2.06
Study with a disability	If you need advice (e.g. about disability compensation), contact: Bodo Mahnke bodo.mahnke@hnu.de 0731-9762-1451 Office B.2.07

Examinations

<p>Registering for examinations</p> <p>Please control your registered examinations in time by yourself.</p>	<p>You have to register beforehand for every exam you want to take. The registration is done over the HNU's study portal. You will get informed in advance about the process (by e-mail). The period during which you can register for exams can be found here: hs-neu-ulm.de/academic-calendar</p> <p>After this period you have to pay a late fee for every exam you want to belatedly register for. You can do this in our Front Office (A.1.20) up to four weeks before the examinations period starts.</p>
<p>Withdrawal from examinations</p>	<p>If you are registered for an exam, you have to take it.</p> <p>You can de-register by notifying the exams office up to the day before the exam without giving reasons. This doesn't apply to re-examinations.</p> <p>If you are unable to take the exam on the exam day, you have to immediately (the exam day + 3 days) notify the exam office and have to provide a doctor's certificate. The certificate has to explicitly attest your inability to take an examination and has to be issued on the exam day itself. You find a blank form in our intranet; the usual certificate of incapacity doctors hand out to show e.g. to an employer is not sufficient.</p> <p>If you show up to an exam, you thereby declare yourself fit to take exams! If the inability to take an exam should arise during the exam, immediately notify the supervisor.</p>
<p>Re-examinations</p>	<p>If you fail an exam (= "first try") for the first time, you have to take the first re-examination (= "second try") in the subsequent semester.</p> <p>If you fail the second try, you have to take the second re-examination (= "third try") within the next two semesters.</p> <p>Important: You have to actively register yourself for all re-examinations!</p> <p>You only have a contingent of 3 "third tries" for the entirety of your degree course.</p> <p>If you fail an exam three times or need more than the maximum of 3 "third tries", you will get de-registered from the degree course.</p>

Study organization

Re-registration	<p>If you want to stay enrolled at the HNU you have to re-register for each semester by paying a re-registration fee. You find the period during which you can re-register here: hs-neu-ulm.de/academic-calendar</p> <p>If you re-register after that period, you have to pay an additional late fee.</p> <p>If you don't re-register despite the reminder, you will get de-registered from the degree course.</p>
Master thesis	<p>You can only register your Master thesis if you have passed all exams from the first semester.</p> <p>Starting with the official registration of your Master thesis, you have min. 2 months and max. 6 months to hand it in. If you fail the Master thesis, you can re-write it only once (in the same time as mentioned above).</p> <p>Please note during re-registration that you have to stay enrolled until your thesis is graded.</p>
Leave of absence	<p>If you have important reasons, you can apply for a leave of absence at the study office. During a leave of absence, the count of your study semesters is halted and you can (generally) not take exams (first tries). It may be the case (depending on the reasons for your leave of absence) that you have to take re-examinations.</p> <p>There are deadlines for the application for a leave of absence – you find them here: hs-neu-ulm.de/academic-calendar</p> <p>Please note: A leave of absence doesn't automatically extend other deadlines.</p> <p>If you take a leave of absence due to childcare (a maximum of 6 semesters per child), you can take exams (only first tries).</p>

Deadlines during the degree course (FS = full study semester)

Standard time to degree

1. FS	<ul style="list-style-type: none">• you can't take a leave of absence during your first semester
2. FS	
3. FS	
4. FS	
5. FS	<ul style="list-style-type: none">• until the end of the 5th semester, you have to hand in the Master thesis and have to have taken all the other exams. Otherwise, all exams that are still open (including the Master thesis) will be treated as „failed“ and you have to take the re-examinations in the subsequent semester.
6. FS	<ul style="list-style-type: none">• until the end of the 6th semester, you have to hand in the Master thesis and have to have passed all the other exams. Otherwise, you'll get de-registered from the course, because you have lost your exam claim.

Curriculum 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 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)
6a	International Semester*			30				
6b	Transfer Semester			30		3		P (3StA)
6c	International Brand and Sales Management**							
	Strategic Brand Management	Strategic Brand Management and Branding Tools	SU	10		2		P (1 StA, 1 RE)
		Branding Seminar	S			3		
		Branding Case Studies	S			2		
	Research project & content production		SU	10		4		P (1StA***,1RE)
	Strategic Market Research	Strategic Market Research Management and Market Research Tools	SU	10		2		P (1 StA, 1 RE)
Market Research Seminar		S			3			
Market Research Case Studies		S			3			
7	Transfer Conference			2			2	P (1 RE)
8	International Strategic Management**		SU	5			3	P (1 StA, 1 RE)
	Sustainability and CSR Communication	Sustainability Marketing OR World in Transition by VAN	Online Course	5				P (K, RE)
Capstone Projects: Sustainability and CSR Communication		SU				2		
9	Master	Master Thesis		16				P (1MT)
		Master Thesis Seminar	S	2			2	P (1RE,30min)
				90				

* to pass abroad, fe. at an HNU partner university as you can see in the module catalog

** from the master course Advanced Management

*** as a student research project you can pass in this module a portfolio, too.