

Recommended degree plan for the Master Strategic Communication PO V20

1st amendment regulation 2023

1st academic year				
winter semester	M1: Basic Studies: Strategic Communication <ul style="list-style-type: none"> I Organization and Communication (6 CP) II Diffusion, Reception, Persuasion (6 CP) 	M2: Quantitative and Qualitative Methods of Empirical Social Research <ul style="list-style-type: none"> Multivariate Analysis (6 CP) Special Research Methods and Methodology (6 CP) 	M3: Specific Aspects in Strategic Communication <ul style="list-style-type: none"> Specific Aspects in Strategic Communication I (6 CP) 	
summer semester	M4: Research Module: Strategic Communication (part I) <ul style="list-style-type: none"> Research Seminar (12 out of 24 CP)* Requirements for participation: Registration and participation in seminars of module M1	M5: Specialization in Strategic Communication <ul style="list-style-type: none"> Specialization Journalism and Media Change (6 CP) <i>or</i> Specialization in Methods (6 CP) 	M3: Specific Aspects in Strategic Communication <ul style="list-style-type: none"> Specific Aspects in Strategic Communication II (6 CP) 	M7: Structures and Processes of Public Communication <ul style="list-style-type: none"> Structures and Processes of Public Communication I (6 CP)
2nd academic year				
winter semester	M4: Research Module: Strategic Communication (part II) <ul style="list-style-type: none"> Research Seminar (12 out of 24 CP)* 	M6: Journalism and Media Change <ul style="list-style-type: none"> Journalism and Media Change (6 CP) 	M3: Specific Aspects in Strategic Communication <ul style="list-style-type: none"> Specific Aspects in Strategic Communication III (6 CP) 	M7: Structures and Processes of Public Communication <ul style="list-style-type: none"> Structures and Processes of Public Communication II (6 CP)
summer semester	M8: Master-Thesis <ul style="list-style-type: none"> Master-Thesis (25 CP) Exam Colloquium (5 CP) Requirements for participation: Successful completion of modules M1, M2, M4 und M5			

*The research seminar extends over two semesters. The 24 ECTS credits are awarded upon completion of part II.