

STUDY PLAN

1. SEMESTER	2. SEMESTER	3. SEMESTER
<b>Corporate Communication</b>	<b>Internal Communication and Change Management</b>	<b>Leadership II</b>
Corporate Communication 3 Credits	Internal Communication and Change 3 Credits	International and Intercultural Communication Management 2 Credits
Organisation, Communication and the Global Sphere 3 Credits	Culture, Commitment and Identity 3 Credits	<b>Advanced Electives Electives 6 SWS   9 Credits</b>
Communication Trainings 1 Credit	<b>Digital Marketing and Social Media Communication</b>	Issues Management & Crisis Communication 3 Credits
<b>Reputation Management</b>	Digital Communication and Brand Management 3 Credits	Campaigning & Narrative Communication 3 Credits
Corporate Media Management 3 Credits	Image, Brand and Persuasion 3 Credits	Current Trends in Corporate Communication Management 3 Credits
Innovation, Trends and Digital Transformation 3 Credits	<b>CSR and Stakeholder Communication</b>	Interdisciplinary Studies 3 Credits
Communication Tools and Technology 1 Credit	Public Relations and Stakeholder Management 3 Credits	<b>Master's Thesis</b>
<b>Contemporary Management Electives 6 Credits</b>	Legitimacy, Trust and Reputation 3 Credits	Thesis Seminar 1 Credit
Communication Management 3 Credits	<b>Communication Research</b>	Master's Thesis 18 Credits
Multicultural Marketing and Branding 3 Credits	Research Design and Methods 2 Credits	
Fundamentals of Strategic Management 3 Credits	Research Project 7 Credits	
Sustainable Innovation Management 3 Credits	<b>Leadership I</b>	
Leadership 3 Credits	Innovation Lab 3 Credits	
<b>Strategic Communication</b>	Leadership Communication 1 Credit	
Strategy, Implementation and Controlling 2 Credits		
Company Project 7 Credits		

