

Studienverlauf Copy & Story

	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	7. Semester		
Module	Self Management & Learning	Business Administration	Coding & Prompting	CHOICE: Ethics / Sociology / Algorithmic Thinking / Marketing	Marketing		Job Module	Collaboration	
	Copy & Story 1	Copy & Story 3	Strategy & Concept	FOCUS Business: Working in Agencies	FOCUS Content: Social Media Writing	FOCUS Business: Starting your own Business		FOCUS Content: Humor	Writing Workshop
	Scientific Methods	Psychology 1	Cognitive Neuroscience	Philosophy		Marketing Technologies		Practice Project	CHOICE 2: Ethics / Sociology / Algorithmic Thinking / Marketing
	Copy & Story 2	Artificial Intelligence	FOCUS Business: Projekt Management	FOCUS Content: Editorial & Longcopy	FOCUS Business: Working in Companies	FOCUS Content: Brand, Claim, Slogan	FOCUS Business: Legal & Social Responsibility		FOCUS Content: Screenplay & Dialogue
	Critical Thinking & Problem Solving	Communication Science	Personal Communication	Psychology 2		Data Science			Bachelorarbeit

Self

Craft

Mind