

Studienverlauf Media & Data

	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	
	Media & Data 1	Media & Data 3	Strategy & Concept	FOCUS Business: Working in Agencies	FOCUS Content: Predictive Modelling	FOCUS Business: Starting your own Business		FOCUS Content: Performance Metrics	Writing Workshop
	Scientific Methods	Psychology 1	Cognitive Neuroscience	Philosophy		Marketing Technologies		Practice Project	CHOICE 2: Ethics / Sociology / Algorithmic Thinking / Marketing
	Media & Data 2	Artificial Intelligence	FOCUS Business: Projekt Management	FOCUS Content: Data Analytics	FOCUS Business: Working in Companies	FOCUS Content: Conversion Optimization	FOCUS Business: Legal & Social Responsibility		FOCUS Content: Creative Media
	Critical Thinking & Problem Solving	Communication Science	Personal Communication	Psychology 2		Data Science		Bachelorarbeit	