

# Der komplette Studienweg im Überblick

|  |                          |  |                          |  |                                                    |  |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|-----------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------------|-----------------------|-----------------------------------------------------|----------------------------------------------------|-----------------------------------------------|------------------------------------------------------------------|--------------------------------------------------|--|----------------------------|--|
| 1. JAHR – GRUNDSTUDIUM                                                            |                          |                                                                                     |                          | 2. JAHR – HAUPTSTUDIUM                                                              |                                                    | 3. JAHR – HAUPTSTUDIUM                                                              |                           | 4. JAHR – MAJOR (VERTIEFUNGSWAHL)                   |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
| 1. Semester                                                                       |                          | 2. Semester                                                                         |                          | 3. Semester                                                                         |                                                    | 4. Semester                                                                         |                           | 5. Semester                                         |                       | 6. Semester                                         |                                                    | 7. Semester                                   |                                                                  | 8. Semester                                      |  |                            |  |
| Kommunikation & Marketing                                                         | Einführung Psychologie   | Strategisches Marketing & Customer Journey                                          |                          | Operatives Marketing & Customer Centricity                                          |                                                    | Data in Business Communications                                                     |                           | Public Relations                                    |                       | Kommunikationsrecht                                 |                                                    | AI Marketing & Sales / Wirtschaftspsychologie |                                                                  |                                                  |  |                            |  |
|                                                                                   | Einführung Kommunikation | Strategische Komm.-Führung & Branding                                               |                          | Integrierte Kommunikation                                                           |                                                    | CRM & CX                                                                            |                           | Employee Relations                                  |                       | Change Management                                   |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          | Kommunikation & Technologie 2                                                       |                                                    | Sales & Transaction                                                                 |                           | Public Affairs                                      |                       | Reputationsmanagement & Krisenkommunikation         |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          | KI-Strategie in Studium und Beruf                                                   |                                                    | Werbung                                                                             |                           | Investor Relations                                  |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    | Kreatives & Generatives Storytelling                                                |                           | Event, Live Communication & Sponsoring              |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           | Reporting & Controlling                             |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           | Channels & Tools                                    |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
| English 1                                                                         |                          | English 2                                                                           |                          | Advanced English                                                                    |                                                    | Advanced English                                                                    |                           | Sustainable Business Development & Entrepreneurship |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          | Medienwissenschaft                                                                  |                          | Soziologie                                                                          |                                                    | Nachhaltigkeit, Ethik & CSR                                                         |                           |                                                     |                       |                                                     |                                                    | Finanzielles & nichtfinanzielles Reporting    |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          | Creative & Design Thinking                                                          |                          | Kommunikation & Technologie 1                                                       |                                                    | Politikwissenschaft                                                                 |                           |                                                     |                       |                                                     |                                                    | People & Culture                              |                                                                  | Innovation, Business Planning & Entrepreneurship |  | Führungslehre & Leadership |  |
|                                                                                   |                          | Finanz & Betriebsbuchhaltung                                                        |                          | Finanzielle Führung                                                                 |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  | Data Analytics                                   |  |                            |  |
|                                                                                   |                          | Wirtschafts- & Sozialgeschichte 1                                                   |                          | Wirtschafts- & Sozialgeschichte 2                                                   |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          | Recht 1                                                                             |                          | Recht 2                                                                             |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
| Business, Management & Gesellschaft                                               | Wissenschafts-Methodik 1 |                                                                                     | Wissenschafts-Methodik 2 |                                                                                     | Leadership Seminar                                 |                                                                                     | Grundlagen Nachhaltigkeit |                                                     | Laufbahn & Leadership |                                                     | Integrierter Living Case                           |                                               | UX & Data-Driven Organizations (vorbehaltlich Eignungsabklärung) |                                                  |  |                            |  |
|                                                                                   | Rhetorik & Präsentation  |                                                                                     |                          |                                                                                     | Projektmanagement                                  |                                                                                     |                           |                                                     |                       |                                                     | Wissenschafts-Methodik 3                           |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   | EDSTACKS und Leadership  |                                                                                     |                          |                                                                                     | EDSTACKS, Toolkit und Leadership/Laufbahnreflexion |                                                                                     |                           |                                                     |                       |                                                     | EDSTACKS, Toolkit und Leadership/Laufbahnreflexion |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
| Persönlichkeits-/ Methodenkompetenzen & Leadership                                |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           |                                                     |                       | Banking & Finance (vorbehaltlich Eignungsabklärung) |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           |                                                     |                       | Bachelor Thesis                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |
|                                                                                   |                          |                                                                                     |                          |                                                                                     |                                                    |                                                                                     |                           |                                                     |                       |                                                     |                                                    |                                               |                                                                  |                                                  |  |                            |  |