

Entry requirements and how to apply

To apply for this degree programme, you need a recognised university entrance qualification.

For details on the application process, including deadlines and required documents, visit www.uni-passau.de/en/apply.

You will need good German language skills to study this degree programme, as that it is the language of instruction.

The University of Passau has set up a German language teaching unit, German Courses Passau, which offers a selection of preparatory language programmes tailored to the needs of international students. These range from summer courses to a full academic year – the latter is recommended for those with no prior German language skills.

Further details: www.uni-passau.de/en/learn-german

Degree awarded	Bachelor of Arts (B.A.)
Duration and credits	6 semesters; 180 ECTS credits
Starts in	October (winter semester)
Language of instruction	German

Further information and contact details

Programme profile on the web

www.uni-passau.de/en/ba-journalism

Academic Advice Service

Primary contact for prospective international students seeking advice on study options and entry requirements

Innstr. 39, 94032 Passau, Germany

E-mail: advice@uni-passau.de

www.uni-passau.de/en/academic-advice

Student Registration Office

Contact for enquiries related to your application

www.uni-passau.de/en/student-registration-office

International Office

Assists international students with immigration formalities and getting settled in Passau

www.uni-passau.de/en/international

Centre for Media and Communication

News and background information on the programme

www.zmk.uni-passau.de

Language Centre

Offers a wide range of language courses

www.sprachenzentrum.uni-passau.de/en

Future: Careers and Competencies Section

Helps students seeking internships or career entry positions and offers transferable skills courses

www.uni-passau.de/en/zkk

iStudi Coach for job market induction

Provides job market orientation and advice on internship and job search to international students

www.uni-passau.de/en/iStudi

German Courses Passau

German language courses for international students

www.uni-passau.de/en/learn-german

Bachelor of Arts in Journalism and Strategic Communication



B.A. Journalism and Strategic Communication

About the programme

If you wish to pursue a career in the fields of journalism and public relations in times of continuous transition in the mass media, practical and up-to-date training in all media formats is a necessity.

As you study this degree programme, you will acquire competencies in journalism and public relations for interconnected multimedia production and cross-media distribution of diverse media formats (text, audio, video, photo etc.) on both traditional and modern platforms (print, TV, radio, online, mobile).

You will develop sound knowledge of the functions, processes and mechanisms of journalism and strategic communication as well as their normative legal and ethical boundaries.

In order to deepen your empirical and practical knowledge, you will have the opportunity to carry out applied research and hands-on projects.

The University offers a master's degree programme that builds on this degree programme: M.A. Communication in Digital Societies.

Features

- **Integrated university training in the fields of journalism and strategic communication:**
Studying Journalism and Strategic Communication will qualify you for two central occupational areas in the media industry.
- **Closely interlinked theory and practice:**
You will acquire both theoretical and methodological knowledge, which you will apply in your research and project work. **Acknowledged experts from journalism and strategic communication** will additionally enrich the taught modules by offering insights into current media practice.
- **Cross-media work in Passau's Centre for Media and Communication:**
The ZMK is one of the most modern media production centres at any German university and the home of the study programme. Use its cross-media newsroom, TV studio, multimedia laboratories, sound and radio studios to learn the ropes of the journalism and public relations industry.
- **A clear programme structure:**
The division of the programme into primary and secondary subjects allows for targeted, gradual and successively structured learning processes as well as the development of interdisciplinary knowledge.
- **Get creative in student clubs and societies:**
 - KONNEX PR (PR practice)
 - PRO.FIL and spaetschicht.tv (TV and film)
 - Campus Crew (university radio)
 - CaTer and BLANK Magazin (print & web magazines)
 - Fotoprojekt Lichtgestalten (photographic society)
 - and many more

Career prospects

The study of Journalism and Strategic Communication will prepare you for a journalistic career in traditional and digital media (TV, radio, print media, online and mobile media) as well as a career in public relations for agencies, companies, associations, public institutions, non-governmental and non-profit organisations.

Not only you become qualified for editorial work, but you will also acquire the skills needed for various new occupations in the field of communication, such as social media manager, community manager, technical editor, data journalist and user experience profiler. Having graduated from this programme, you will have the necessary theoretical and practical knowledge for work in media research, market and public opinion research as well as media or political consultancy and in media management.

Programme syllabus

Over the course of the programme, you will study Communication Studies as your primary subject, giving you a thorough grounding in:

- the media landscape
- economic and political conditions
- theoretical and practical principles of public communication
- methods of empirical communication and media research
- cross-media use in media production
- international communication

In addition you will choose elective modules, which form a secondary subject. Compulsory electives in political science, economics, media informatics and geography cover important specific fields. Furthermore, elective modules development studies, psychology of human-machine interaction, digital humanities, art history and visual culture as well as Catholic theology offer you extensive cross-sectional competences.

