

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 ECTS	6 semesters; 180 ECTS credits
Starts in	October (winter semester)
Language of instruction	German



Further information and contact details

Programme profile on the web

<http://www.uni-passau.de/en/ba-mediacomm>

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

International Office

Assists international students with immigration formalities and getting settled in Passau
www.uni-passau.de/en/international

Student Registration Office

Contact for enquiries related to your application
www.uni-passau.de/en/student-registration-office

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

Centre for Media and Communication

News and background information on the programme
www.zmk.uni-passau.de

Programme profile on the Web 2.0

www.facebook.com/MuK-Passau/159433344088342
twitter.com/#!/MuK_Passau

MuK Aktiv e. V.

Student society for B.A. & M.A. Media and Communication
www.muk-aktiv.de



Bachelor of Arts in Media and Communication



Media and Communication in theory and practice

We live in a time of continuous, rapid change in technologies and media, which bring great opportunities but also challenges for all areas of society. Consequently, a solid grounding in media production and use, as well as a general understanding of media-mediated communication processes, are indispensable in any occupational field today.

The B.A. Media and Communication programme gives you access to both through its large offering of interdisciplinary courses drawing from various disciplines in the humanities, social sciences and cultural studies. This degree programme deals with fundamental theories, methods and working methods for a critical examination of media-mediated communication, including social media formats such as Twitter, Facebook and TikTok but also television formats, images and newspaper texts. Those graduating from this degree programme will have acquired sound knowledge of the production, use and perception of different media formats, of the current media system, its development and of how people communicate with and about media.

In this sense, this bachelor's degree programme is both application- and research-oriented, as it takes on board core societal developments and addresses their associated tasks, problems and approaches for solutions. An extensive internship also enables you to gain in-depth insights into professional practice outside of the higher education context, to test yourself on the job and to make contacts in your intended occupational field.



Career prospects

Thanks to the versatility of its content and the individual elective options, the degree programme qualifies students to work in online media in the same way as in the classic print media, in radio or television. This opens the door to a wide range of media and communication occupations for graduates:

Content production for online media, film and TV business, public relations, marketing and advertising, adult education or research and teaching. Potential employers include media houses and publishing houses, TV stations, advertising agencies, PR agencies, political organisations, NGOs, associations and foundations, marketing departments of companies, private or public education providers and research institutes or higher education institutions.

Due to the broad and practical orientation of the degree programme, graduates currently have very good prospects on the labour market. Subsequent master's studies at the University of Passau or at another university in Germany or abroad can further improve career and income prospects. Self-employment as an alternative to salaried employment is also an option for graduates. The Future: Careers and Competencies Section of the University offers transferable skills courses for this purpose, in which knowledge about starting a business is imparted in addition to additional practical qualifications.



Programme syllabus

The study programme begins with ten introductory courses on the subjects involved. You will then choose one of three profiling modules:

- **Media Education, IT and Methods** deals with questions of media education, IT processes and empirical social research methods.
- **Communication and Psychology** provides access to linguistics and psychology in the media field and for communication processes.
- **Media Semiotics** deals with film analysis and scientific questions related to the interpretation of media content.

You will gain access to other subjects involved in media and communication research by taking three consolidation modules from the fields of digital humanities, information technology, psychology, education, sociology, media semiotics, visual culture, cultural studies and economics/business/entrepreneurship. All modules can be freely combined with each other.

A three-month internship in Germany or abroad will give you practical experience in occupations in the media and communication field. You will complete your studies by writing a dissertation.

