

TECHNISCHE UNIVERSITÄT ILMENAU

Examination and Study Regulations -Special Provisions – for the degree program Media and Communication Science with the degree “Master of Arts”.

According to § 3 para. 1 in conjunction with § 38 para. 3 of the Thuringian Higher Education Act (ThürHG) of 10 May 2018 (GVBl. p. 149), last amended by Article 7 of the Act of 23 March 2021 (GVBl. p.115 / 118), the Ilmenau University of Technology (hereinafter referred to as "University") issues the following Examination and Study Regulations - Special Provisions - for the degree program Media and Communication Science with the degree "Master of Arts", based on the Examination and Study Regulations - General Provisions - for degree programs with the degree "Bachelor", "Master" and "Diploma" of the University, published in the University Gazette No. 174 / 2019, last amended by the Second Amendment, published in the University Gazette No. 184 / 2020, as published in the University Gazette No. 214 / 2021.

The Council of the Department of Economic Sciences and Media adopted these regulations on 9 March 2021. The Academic Committee gave a positive opinion on them in a resolution dated 29 March 2021. The President approved them on 5 May 2021.

Inhalt

A.	General regulations	3
§ 1	Scope of application	3
B.	Studies and degree program	3
§ 2	Academic degree	3
C.	Studies and degree program	3
§ 3	Academic degree	3
§ 4	Study requirements and prior knowledge	4
§ 5	Objectives of studies, occupational field, profile type	4
§ 6	Standard length of study	4
§ 7	Content, structure, and scope of the degree program, curriculum	4
§ 8	Admission to modules	5
§ 9	Student advisory service	5
§ 10	Language of instruction and examination	5
D.	Examinations	6
§ 11	Admission to examinations	6
§ 12	Type, form, and duration of examinations	6
§ 13	Second resit of examinations	6
§ 14	Grade improvement and free attempt	6
§ 15	Master's thesis	6
§ 16	Determining the overall grade	8
E.	Final regulations	8
§ 16	Validity and termination of validity	8
	Annex Special admission requirements	10
	Annex Curriculum	12
	Annex Profile description of the Master's degree program	13
	Annex Competence goals and regulatory area: elective course catalogues	19

A. General regulations

§ 1 Scope of application

(1) The Examination and Study Regulations - Special Provisions - for the degree program Media and Communication Science with the degree "Master of Arts" determine the contents, objective, structure and organization of the degree program as well as details of the examination procedure in the aforementioned degree program on the basis of the Examination and Study Regulations - General Provisions - for degree programs with the degree "Bachelor", "Master" and "Diplom" of the University (PStO-AB), published in the University Gazette No. 174 / 2019 in the respective valid version. The annexes are part of these regulations.

(2) All references to persons and positions shall apply in the same way irrespective of gender.

B. Studies and degree program

§ 2 Academic degree

(1) The Examination and Study Regulations - Special Provisions - for the degree program Media and Communication Science with the degree "Master of Arts" determine the contents, objective, structure and organization of the degree program as well as details of the examination procedure in the aforementioned degree program on the basis of the Examination and Study Regulations - General Provisions - for degree programs with the degree "Bachelor", "Master" and "Diplom" of the University (PStO-AB), published in the University Gazette No. 174 / 2019 in the respective valid version. The annexes are part of these regulations.

(2) All references to persons and positions shall apply in the same way irrespective of gender.

C. Studies and degree program

§ 3 Academic degree

The university, upon the proposal of the Department of Economic Sciences and Media, awards students who successfully complete this Master's program the academic degree

"Master of Arts"

as further professionally qualifying academic degree.

§ 4 Study requirements and prior knowledge

In addition to the general admission requirements for admission to a Master's degree program according to the Thuringian Higher Education Act, the further admission requirements for this degree program shall apply as specified in the annex "Special Admission Requirements".

§ 5 Objectives of studies, occupational field, profile type

(1) The study program aims at a research-oriented deepening of the technical and methodological competence in the field of communication science already gained in a university degree program and, if applicable, in a professional practice.

(2) The qualification goals and the content-related focal points of the degree program as well as the demand for graduates on the labour market are specified in detail in the annex "Profile Description".

(3) The degree program is consecutive with a profile of "research-oriented" according to § 4 Thüringer Studienakkreditierungsverordnung (ThürStAkkVO, ordinance on accreditation of degree programs".

§ 6 Standard length of study

According to § 52 ThürHG, the standard length of study is four semesters. The degree program begins in the winter semester.

§ 7 Content, structure, and scope of the degree program, curriculum

(1) The curriculum (Annex) outlines the content as well as the structure of the studies in such a way that the degree program can be completed with all final examinations and the Master's thesis (§ 14) within the standard length of study according to § 5.

(2) The program covers a total of 120 credit points (LP/ECTS).

(3) In addition to the subject-specific modules, students are also recommended to attend the optional classes offered by the university exceeding the curriculum's requirements.

(4) Self-study is essential for gaining specialized knowledge and for the deepening and broadening of the contents presented in the lectures and classes.

(5) Students aiming for the academic degree within the framework of a double degree program based on a cooperation agreement with a partner university shall, unlike the curriculum described in the annex, complete classes at the partner university in accordance with the provisions of the respective cooperation agreement and its amendments.

(6) According to § 3 para. 7 PStO-AB, the corresponding regulations are defined in the annex "Competence goals and regulations for the course catalogues".

(7) If the student intends to complete classes and examinations during a stay abroad ('semester abroad'), an individual study agreement must be signed for this purpose. In terms of the recognition of examinations and academic achievements abroad, § 26 PStO-AB shall apply.

(8) Students shall be invited to participate in the university's self-governing bodies, including the student body.

§ 8 Admission to modules

There are no special requirements for admission to modules.

§ 9 Student advisory service

The Department of Economic Sciences and Media appoints a study advisor who also acts as a mentor. Individual study counselling on organizational and examination-related issues is provided by the study advisor and the Education Office / Examination Office of the Department of Economic Sciences and Media.

§ 10 Language of instruction and examination

(1) English is the language of instruction and examinations in the degree program Media and Communication Science. Individual modules can also be offered in German. The language of the examination corresponds to the language of the course. The module officer determines the specific language of instruction and examination for the respective module in the module description in accordance with PStO-AB sentences 1 and 2 as well as § 3 paragraph 9 sentences 1 to 3.

(2) Für Studierende, die den akademischen Grad im Rahmen eines Doppelabschlussprogramms (Double Degree) auf der Grundlage einer Kooperationsvereinbarung mit einer Partnerhochschule anstreben (§ 9 PStO-AB), finden die Lehrveranstaltungen und Abschlussleistungen an der Partnerhochschule in der

dort üblichen Lehr- und Prüfungssprache statt. Für die Masterarbeit gelten die Bestimmungen der Kooperationsvereinbarung und deren Ergänzungsvereinbarungen.

D. Examinations

§ 11 Admission to examinations

There are no program-specific requirements for admission to final examinations.

§ 12 Type, form, and duration of examinations

The type of examination to be taken (§ 10, para. 1 PStO-AB) is specified in the curriculum. The form and duration of the examination/academic achievements shall be determined by the module officer in the module description (§ 11 paragraphs 1 to 7 PStO- AB).

§ 13 Second resit of examinations

According to § 19 para. 1 PStO-AB, six graded examinations can be repeated a second time.

§ 14 Grade improvement and free attempt

(1) According to § 21, para. 1 PStO-AB, an examination that has not been passed for the first time is deemed not to have been taken upon application if it was taken for the first time before or at the time of the semester recommended in the curriculum (free attempt, Freiversuch). To claim free attempts, § 21 para. 1 PStO-AB applies.

(2) For grade improvement, § 21 paragraph 2 PStO-AB applies.

(3) According to § 21, para. 3 PStO-AB, four free attempts and grade improvements (total number of attempts) can be claimed.

§ 15 Master's thesis

(1) According to § 24 PStO-AB, the Master's thesis is a final examination in the fourth semester. It consists of a written scientific assignment and a colloquium (§ 24 paragraph 1 PStO-A) and covers a workload of 25 credit points.

(2) The written academic assignment (thesis) must be completed within a period of six months.

(3) The colloquium consists of a talk of no more than fifteen minutes in which the students present the results of their written scientific assignments, followed by a discussion of about fifteen minutes. It usually takes place no later than six weeks after the submission of the theses. Students will only be admitted to the colloquium if they have completed all other examinations and coursework listed in the curriculum.

(4) As a rule, the topic of the thesis is issued at the end of the third semester. Prerequisite for admission to the thesis is that at least 50 credit points (ECTS) of the credit points required according to the curriculum have been achieved.

(5) The topic and supervision for the Master's thesis are always the responsibility of the respective supervising university teacher, who must be a professor, a junior professor or a habilitated staff member of the Department of Economic Sciences and Media or of a group whose modules are included in the curriculum.

(6) According to § 25 para. 2 and § 33 para. 1 PStO-AB, the supervising professor is entitled to suggest examiners.

(7) The grade for the thesis is calculated as the arithmetic mean of the grades of the available individual grades by the examiners. If it is necessary according to § 25 para. 3 PStO-AB that the thesis is graded by more than two examiners and if the arithmetic mean is more than 4.0 and less than 4.5, the final grade is 4.0.

(8) Two examiners shall grade the colloquium. One of the examiners shall be the supervisor of the master thesis.

(9) The final grade of the Master's thesis shall be made up of 2 / 3 of the grade of the written scientific assignment and 1 / 3 of the grade of the colloquium.

(10) Should the student intend to write the Master's thesis in cooperation with companies or authorities, he or she must add the following to the application for admission:

1. the approval of the institution or the field of expertise requested, specifying a specialist supervisor with details of his or her qualifications,
2. a brief description of the task and content,
3. a declaration by the supervising university professor.

(11) Should students intend to carry out the Master's thesis in the form of a group assignment, they must enclose the following with their application for admission:

1. a brief description of the task and content,
2. a description of how the requirements of paragraph 4 are met by each student and how the contributions of the individual students are clearly distinguishable and thus available for grading,
3. the declaration by the supervising university professor.

For the grading according to § 25 PStO-AB of a Master's thesis submitted as a group thesis, the individual contribution of each group member must be indicated by document sections, page numbers or other clearly distinguishable criteria. The requirements for the partial performances of the group members within the framework of the group thesis must correspond to the requirements related to effort and quality for an individual thesis.

(12) Within the framework of double degree programs, provisions differing from the above may be specified in the cooperation agreements and their supplementary agreements in accordance with § 9 in conjunction with Annex 1 PStO-AB.

§ 16 Determining the overall grade

According to § 17 para. 5 sentence 2 PStO-AB, the curriculum determines the concrete weighting in case of a deviation of the regular weighting of the grades of final examinations for the overall grade. The same applies to the Master's thesis.

E. Final regulations

§ 16 Validity and termination of validity

(1) These Examination and Study Regulations - Special Provisions - for the degree program Media and Communication Science with the degree "Master of Arts" shall apply from the day following their publication in the University's Official Gazette. They apply to all students enrolled as of the winter semester 2021/2022.

(2) All other examination regulations - special provisions - and study regulations for the degree program Media and Communication Science with the degree "Master of Arts" in force at the time of the entry into force of these regulations shall expire at the end of the summer semester 2024. For students who

have not completed their studies by the time these regulations expire, the current version of the Examination and Study Regulations - Special Provisions - for the degree program Media and Communication Science with the degree "Master of Arts" shall apply from the time these regulations expire.

Ilmenau, 5 May 2021

signed by

Univ.-Prof. Dr.-Ing. habil. Kai-Uwe Sattler

President

Annex Special admission requirements

1. Admission to the Master's degree program Media and Communication Science (MCS) with English as the language of instruction requires - in addition to the general and other admission requirements - the fulfillment of the language requirements according to paragraph 2 as well as the subject-specific qualifications listed below, which must be verified in the Master's aptitude test according to § 4 of the Regulations on Admission to Master's Degree Programs at the University (MAZugO). The aptitude test determines whether the applicant meets the special linguistic and subject-specific requirements for the degree program Media and Communication Science.
2. The studies require the command of the English language at least on level C1 according to the Common European Framework of Reference for Languages (CEFR). In addition to the corresponding language certificates of the CEFR / CEFR, the language level can also be proven by the minimum score of "good" in the module examination "Specialized Language English - Media (C1)" of the BA degree program "Applied Media and Communication Studies".
3. Subject of the aptitude test is the proof of the subject-specific qualification by means of a combination of the subject-specific qualifications named in items 4 to 6 and weighted based on scores.
4. The aptitude test in the sense of § 67 para. 1 sentence 1 number 4 ThürHG is assessed in terms of professional relevance with up to 70 points based on the following criteria:
 - a. Reference to the content of communication science, in particular knowledge of the function, structure and development of the media system and digital media as well as an overview of the most important theories of communication and media science with a maximum of 20 points;
 - b. Content-related to communication and media research, in particular knowledge and skills gained on the most important social science research methods with up to a maximum of 20 points;
 - c. Interdisciplinarity in the composition of the curriculum as well as in subject-level approaches, in particular conveying a basic understanding of technical, economic, political and psychological processes with up to a maximum of 20 points;
 - d. Reference to communication and media practice in terms of content, in particular skills for planning, designing, and evaluating different media products in line with the target group, media, and market, especially in the field of radio and television as well as in the multimedia, online and mobile areas as part of internships with up to a maximum of ten points.

5. In addition, the level of qualification is assessed according to the final grade of the degree program:

- a) very good = 30 points
- b) good = 20 points
- c) satisfactory = 10 points

6. Furthermore, the level of subject-specific qualification is evaluated with up to a maximum of 40 points based on the following competencies:

- a) Competencies and skills in communication and media research as referred to in item 4, para. 2, based on proven qualified professional experience of up to a maximum of five points;
- b) Determination of skills and abilities gained in communication and media practice in accordance with item 4, para. 4, based on proven qualified professional activities with a maximum of 15 points;
- c) Readiness and motivation for interdisciplinary research based on the letter of motivation with five points;
- d) Determination of international experience based on proven stays abroad (internships, study visits, professional activities), considering the type and duration with up to a maximum of 15 points.

7. In addition to the further provisions below, the proof of at least 40 points from the assessment according to number 4 is required as a basic prerequisite for admission to the Master's program MCS. When the applicant achieves, based on the file according to the assessments under points 4 to 6,

- a) a total score of 80 points or more, the aptitude test shall be assessed as "Special admission requirements met".
- b) a total score of less than 80, but at least 65 points, the applicant's suitability will be determined by a 30-minute interview to identify whether he or she has got any professional qualifications that have not yet been proven, and if so, the applicant will be assessed with up to 15 points. If the applicant continues to fail to achieve a total score of 80 points after the interview, the suitability is to be assessed as "Special admission requirements not met".
- c) a total score of less than 65 points, the suitability check is to be assessed as "Special admission requirements not available".

Annex Curriculum

Fields of expertise /Modules	Module type (compulsory / optional)	Module exams and pass-fail certificates (Form, duration and details are defined in the module catalogues)	Semester				Total Credits	Weighting
			1st	2nd	3rd	4th		
			WS	SS	WS	SS		
			Credits	Credits	Credits	Credits		
Theories, Methods and Technologies in Communication and Media						25		
Academic Skills in Communication Science	P	MPL	5			5	5	
Qualitative and Quantitative Methods	P	MPL	5			5	5	
Data Analysis: Methods in Empirical Communication Research	P	MPL	5			5	5	
Media Management and Communication Theories	P	MPL	5			5	5	
Intercultural Communication	P	MPL	5			5	5	
Empirical Research in Communication and Media						30		
Catalogue of Electives <u>Research in Communication and Media</u> (Students choose 2 two-semester research modules with 15 ECTS each)	P	MPL		15	15	30	30	
Specialization and Vocational Training						35		
Catalogue of Electives <u>Specialization in Communication and Media</u> (Students choose 5 one-semester specialization modules with 5 ECTS each)	P	MPL	5	10	10	25	25	
Catalogue of Electives <u>Applied Communication</u> (Students choose 2 one-semester applied modules with 5 ECTS each)	P	MPL		5	5	10	10	
Final Thesis						30		
Exposé and Master Preparation Seminar	P	MSL				5	5	
Master Thesis and Colloquium	P	MPL				25	25	
Total Credits			30	30	30	30	120	
Key								
	MPL	Module Examination						
	MSL	Module Academic Achievement						
	PL	Examination						
	SL	Academic Achievement						
	SWS	Weekly Hours per Semester						
	V	Lecture						
	Ü	Tutorial						
	P	Internship						
	s	written						
	m	oral						
	a	alternatively during semester						
	p	practical						
	e	electronic						
	k	Colloquium						
	P	Compulsory Module						
	W	Optional module						
	IP	International Program						
		Module extends over the marked Semesters						

Annex Profile description of the Master's degree program

1. Qualification goals of the Master's degree program MCS

The consecutive master's degree program "Media and Communication Science" (hereinafter MCS) is a research-oriented, communication science degree program. It is a continuation of the Bachelor's degree in Applied Media and Communication Science (AMW) deepening and expanding the knowledge and skills already gained. It enables students who completed an appropriate BA degree at other national and international universities to enrol in a program that combines communication science with media business and media technology (Ilmenau three-pillar model). Training and studies also take place in cooperation with media companies and other organizations in the communications field, including international partners.

In addition, the MCS master's program has a distinct international orientation and English is the language of instruction. As this Master's program in English has attracted an international student body since its launch, international perspectives on media development can be discussed first-hand in the classes, international media offers and communication strategies can be analysed, and English-language content can be produced.

The aim of the program is to provide Master's students with sound theoretical, methodological and application-oriented knowledge in the field of media and communication studies, focusing on public communication and digital media in the national as well as international media industry. Thus, students are prepared for subsequent PhD studies as well as for communication and media professions in responsible and leading positions in national and international fields. Thus, the completion of the MCS Master's program represents a further university degree that qualifies students for a profession and provides them with competencies that are relevant to the labour market.

The graduates of the Master's program MCS acquire the following competences in detail:

Knowledge and understanding

Graduates have demonstrated knowledge and understanding based on the undergraduate level and substantially deepened or extended it. They can understand and interpret media and communication science issues in their relation to (media) technical, (media) economic and (media) legal aspects.

Graduates acquire a broad, detailed, and reflective understanding of state-of-the-art research in empirical media and communication science. Their

knowledge and understanding provides the basis for the research-oriented development and application of their own ideas.

Graduates are competent in evaluating the correctness of scientific and practice-related statements. With the help of these considerations, they solve practice-relevant and scientific problems in the field of (digital, public) communication in a global media scene.

Use, application, and creation of knowledge

Graduates can apply their knowledge and understanding (see previous section) as well as their problem-solving skills also in new and unfamiliar situations that are broadly or multi-disciplinarily as well as internationally related to issues in empirical media and communication science.

Graduates:

- integrate existing and new knowledge in complex contexts, even with limited information,
- make scientifically sound decisions and critically reflect on possible consequences,
- gain new knowledge and skills independently,
- carry out application-oriented projects independently.

Graduates:

- design appropriate research questions based on the current state of theory and research,
- choose precise methods of different theoretical concepts and justify these decisions,
- select research methods (sampling methods, data collection methods, data analysis methods) appropriately and according to the research questions and justify this selection with methodological, research economic and ethical criteria, etc.,
- explain research results in an appropriate manner and interpret them critically according to the respective study's restrictions.

Communication and cooperation

Graduates:

- develop and present professional and factual solutions to problems in their field and can justify them in interaction with experts and non-specialists with the help of theoretical and methodical arguments,
- communicate and cooperate with experts and non-specialists to solve a problem responsibly,

- reflect and consider different points of view and interests of other participants.

Scientific self-perception / Expertise

Graduates:

- develop a professional profile that focuses on the goals and standards of professional practice,
- justify their own professional activities with theoretical, empirical, and methodological knowledge,
- can assess their own skills, autonomously reflect on relevant design and decision-making options, and use them under professional guidance,
- recognize the framework conditions of professional practice appropriate to the situation and justify their decisions responsibly and ethically,
- critically reflect on their professional approach about societal expectations and consequences.

2. Main content / academic stages of the Master's program MCS

The Master's program MCS with English as the language of instruction is an international, consecutive, research-oriented degree program of three academic stages. In the first semester (first stage), students attend introductory compulsory modules to ensure that all students are equally prepared for the requirements of the program, based on their respective Bachelor's degree. In the second and third semesters (second stage), research- and practice-oriented optional modules cover a variety of topics from the fields of (digital, public) communication. In the fourth and last semester (third stage), the Master's thesis is written.

First semester (first academic stage)

Six compulsory modules (five credit points /ECTS/ each) are offered in the first semester. These modules are to provide the students, who start the degree program MCS with different background knowledge from other universities, with a common professional basis for the Master's level. The compulsory modules consider the research orientation of the program and deepen the necessary methodological tools of the social sciences for independent empirical-qualitative and especially empirical-quantitative research. The compulsory modules also follow the Ilmenau three-pillar model by covering media and communication science, media economics and media technology theories, methods, and findings in more detail than at the undergraduate level. In addition, the international master's program, which is taught in English, also focuses on theories of intercultural communication in an application-oriented manner:

1. Academic Skills in Communication Science (grundlegende und vertiefte Techniken empirisch-kommunikationswissenschaftlichen Arbeitens)
2. Qualitative and Quantitative Methods (qualitative und quantitative sozialwissenschaftliche Methoden der Untersuchungsplanung, Datenerhebung und Datenanalyse)
3. Data Analysis (vertiefte quantitativ-statistische Datenanalyse)
4. Communication and Media Theories (zentrale und aktuelle Theorien zur Analyse von öffentlicher Kommunikation und digitalen Medien)
5. Information and Communication Technologies (aktuelle Informations- und Kommunikationstechnologien)
6. Intercultural Communication (Theorie und Praxis der interkulturellen Kommunikation).

Second and third semesters (second academic stage)

Three types of optional modules are offered in the second and third semesters: Research modules are designed for two semesters and teach how to conduct empirical studies from the beginning (creating the research question) to the end (presenting and interpreting the empirical findings). Specialization modules are designed for one semester and are dedicated to deepening the theoretical knowledge of the subject. In Applied Communication (application modules), students usually work on projects with partners in the field (e.g., local, or international media companies, agencies). For research, in-depth and application modules, a wide range of topics is available for selection, which is provided by the research activities of all subject areas at the institute and in the department.

- Research Module (two semesters, 15 credit points /ECTS): two modules are to be selected
- Specialization Module (one semester, five credit points /ECTS): four modules are to be selected
- Applied Communication (one semester, five credit points /ECTS): two modules are to be selected

Fourth semester (third academic stage)

In the fourth and last semester, the Master's thesis has to be planned, written and submitted. The respective progress is presented in the Master's seminar (Exposé and Master Preparation Seminar: five credit points/ECTS) and after submission the Master's thesis is examined and finally defended (Master's Thesis and Defence: 25 credit points/ECTS). As a rule, an empirical study is carried out as the Master's thesis project. The introductory compulsory modules (first semester) and the subsequent research, specialization, and application mod-

ules (second and third semester) are designed to be sequential and to ensure that the qualification goals defined in section 1 can be achieved. The optional modules provide students considerable scope for specialization in accordance with their individual interests in the field of empirical media and communication sciences.

Internationalization, student mobility and double-degree programs

English is the language of instruction for the MCS Master's program, which attracts international students.

The second or third semester is planned as a period of mobility ("mobility window") and, if interested, can be used entirely for a semester abroad.

Students at MCS can earn two degrees by voluntarily participating in a double-degree program: a Master's degree from the university and a Master's degree from a partner university at the same time.

Cooperations with international partner universities are continually maintained and expanded to promote the internationalization of the degree program, student mobility, and double-degree program.

3. Demand for graduates in the economy

The demand for professionals in communications and media has been high for decades, both nationally and internationally, and will continue to grow and differentiate with the expansion of digital media in the years to come.

The MCS Master's program ideally prepares students for this international job market by combining an in-depth education in media and communication studies based on the undergraduate level with media technology and media business subjects in an integrated, interdisciplinary way, focusing on public digital communication. The degree program is very much research-oriented and enables students to solve problems independently using the methodological tools of empirical social research. At the same time, it is also professionally oriented through close practical references, company cooperation and the teaching of digital media production skills. The English-language structure and the cooperation with international students prepare students for research and other professional activities in international companies or in international teams.

The MCS Master's program prepares graduates for a wide range of media and communications professions in responsible and managerial positions, includ-

ing professional fields in public and organizational communication as well as in innovative areas of media production and media management. It allows graduates to contribute expertly at the interfaces of different fields of business and to consider economic challenges as well as technical developments appropriately when solving communication problems.

Unlike undergraduates, Master's graduates are particularly well prepared for responsible and managerial positions due to their in-depth theoretical, methodological, and practical skills, their interaction with the global media landscape and their intercultural competencies. Studying in an international group, they are significantly better prepared for working in an international context than graduates of comparable degree programs at other universities.

Graduates with a Master's degree can work in a variety of professional fields, including:

- Educational and research institutions
- Consulting companies
- Event agencies
- Communication and press departments of industrial and trading companies
- Communications and press departments of political parties, associations, NGOs, and public authorities
- Market and opinion research institutes
- Media institutions and broadcasting companies
- Media production companies
- Public administrations
- PR agencies
- Press companies
- Companies in the gaming industry
- Social media companies
- Publishing houses, multimedia and music companies
- Advertising and marketing agencies

Annex Competence goals and regulatory area: elective course catalogues

The degree program Media and Communication Science (hereafter: MCS) with the degree "Master of Arts" includes three different elective fields.

1. Elective field of (Catalogue of Electives) Research Modules: "Research in Communication and Media"

(1) The elective field "Research in Communication and Media" provides the knowledge, skills and competences for empirical research of media and communication in the research-oriented Master's program MCS. In the two-semester research modules, students work both independently and in teams on empirical projects that cover the entire social science research process: The research questions or hypotheses, the development of the theoretical framework, the design of the study, the empirical data collection, the qualitative, quantitative and / or computer-based data analysis, the interpretation of the results and their professional presentation. In terms of content, these studies address current issues in the field of communication studies. Thus, students are prepared for further research activities during their Master's theses as well as in their later professional life or in a PhD program.

(2) In "Research in Communication and Media", students may earn 30 credit points according to the curriculum (appendix) by selecting two two-semester research modules with 15 credit points each.

(3) Students are free to select modules from the currently valid course catalogue in the field of "Research in Communication and Media" depending on the number of available places.

2. Elective field of (Catalogue of Electives) Specialization Modules: "Specialization in Communication and Media"

(1) The elective field "Specialization in Communication and Media" provides knowledge, skills and competences on current topics and phenomena of the media landscape and public communication in the Master's program MCS. In the sense of the Ilmenau three-pillar model of communication science, not only social science but also technical and economic aspects of media and communication are covered by the specialization modules and corresponding theoretical and methodological knowledge and skills can be gained. The "Specialization in Communication and Media" elective area not only includes modules from the Department of Economic Sciences and Media, but also optional modules from other departments of the university, for example, on topics of media technology or media informatics.

(2) In "Specialization in Communication and Media", students earn 25 credit points according to the curriculum (annex) by selecting five one-semester specialization modules with five credit points each.

(3) Students are free to select modules from the currently valid course catalogue "Specialization in Communication and Media" provided places are available.

3. Elective field (Catalogue of Electives) Application Modules: „Applied Communication“

(1) The "Applied Communication" field provides knowledge, skills and competencies on current topics and phenomena in the media landscape and public communication with a clear practical orientation. Application and practical references should not be missing in the research-oriented Master's program MCS. In the application modules, students acquire knowledge, skills and competencies preparing them for practical work in the media and communications industry in national and international settings (for example, designing PR or environmental campaigns). In some cases, students also cooperate with international or national companies as well as with local non-governmental organizations (NGOs).

(2) In "Applied Communication", students earn ten credit points according to the curriculum (see appendix "curriculum") by selecting two one-semester application modules with five credit points each.

(3) Students are free to select modules from the currently valid course catalogue in "Applied Communication" depending on the number of available places.

4. Preparation and updating of the course catalogues

Preparation and updating of the electoral catalogs is carried out in accordance with § 3 paragraph 7 PStO-AB.