

1ST YEAR
WINTER

ADVERTISING CONCEPTION

Communication Concept
Positioning

MARKETING I

Business Models
Marketing Management

BRAND DESIGN

Logo, Corporate Design
Design Manual, Packaging

COMMUNICATION SCIENCES

Communication Models
Communication Research

ADVERTISING FILM I

Film Theory, Storyboard + Animate
Basics in Advertising Film

CONSUMER + ADVERTISING PSYCHOLOGY

Perception + Activation, Motivation + Attitude
Buying Decisions

2ND YEAR
WINTER

MARKETING II

Nonprofit + Social Marketing
Marketing Ethics

CREATIVE STRATEGIES II

Innovation Strategies
User-Driven Innovation

WRITING FOR ADVERTISING II

Advertising Videos
Crossmedia + Transmedial

MEDIA SCIENCES

Media Models
Media Research

DESIGN LAB

Design Research
Free Design Project

PROJECT/CAMPAIGN/PITCH

Interdisciplinary Project

3RD YEAR
WINTER

INTERNSHIP/SEMESTER ABROAD

Work Experience or Student Exchange Programme

FREE PROJECT

Independent Project Work
Exposé + Presentation

4TH YEAR
WINTER

MEDIA LAW + MANAGEMENT

Copyright + Licensing

NARRATIVE ENVIRONMENTS

Brand Spaces, Exhibition
Spatial Storytelling

THESIS

Independent Processing of a Complex Task

APPLICATION + CAREER

Entrepreneurship
Application + Career Coaching

ADVERTISING + SOCIETY

Cultural Studies
Contemporary Cultural Research

SUMMER

WRITING FOR ADVERTISING I

Copy Writing, Headline
Rhetoric

CREATIVE STRATEGIES I

Advertising Strategies
Creative Brief + Big Idea

ADVERTISING DESIGN I

Image, Colour, Typography
Sketch + Final Draw

MARKET RESEARCH I

Quantative + Qualitative Methods
Survey Design

PHOTOGRAPHY

Product + People Photography
Campaign

ELECTIVE

Individual Competence Deepening

SUMMER

CONTENT STRATEGIES

Branded Entertainment
Types of Storytelling

MEDIA + ACCOUNT PLANNING

Media + Channel Planning
Budgeting, Art Buying

ELECTIVE

Individual Competence
Deepening

LAB PROJECT

Interdisciplinary Project

ADVERTISING DESIGN II

Designing an Extensive Campaign
Creative Teams + Art Direction

PROJECT/CAMPAIGN/PITCH

Interdisciplinary Project

SUMMER

CREATIVE STRATEGIES III

Advertising Futures
Minor, Major + Mega Trends

INTERACTIVE DESIGN

Digital Media + UX
Interactive Advertising

MOTION DESIGN

Animation in Advertising

MARKET RESEARCH II

Empirical Research

STATISTICS

Data Analysis + Indices
Analysis Software

ADVERTISING FILM II

Scheduling + Production Planning
Production + Post Production

