

SEMESTER EXCHANGE PROGRAMMES in INTERNATIONAL COMMUNICATION, MEDIA & DESIGN

AUTUMN SEMESTER 2023

INTERNATIONAL COMMUNICATION MANAGEMENT – AUTUMN 2023

Maximum number of exchange students in this semester programme = 10

| ICM AUTUMN | ECTS |
|--|-----------|
| Innovation management | 3 |
| Ethical and Responsible Entrepreneurship | 4 |
| Cultural Encounters | 4 |
| Expert tracks: choose one | |
| – International Corporate & Issue Management | 11 |
| International Corporate & Issue Management: Strategy | 6 |
| International Corporate & Issue Management: Project | 5 |
| – International Brand Management | 11 |
| International Brand Management: Strategy | 6 |
| International Brand Management: Project | 5 |
| Elective: choose two, for 8 ECTS in total | 8 |
| – Advanced Pitching & Presentation | 4 |
| – Applied Neuromarketing | 4 |
| – Copywriting | 4 |
| – Digital Business Technology | 4 |
| – Data Visualisation | 4 |
| – English with a bang: United Branded Nations | 4 |
| – Français Pro: actualité, médias et culture | 4 |
| – Photography: Visual Narratives | 4 |
| Total | 30 |
| Also available for ICM: Language Lab 3: choose max. two | |
| – English 3 | 3 |
| – French 3 | 3 |
| – German 3 | 3 |
| – Spanish 3 | 3 |

INTERNATIONAL GRAPHIC & DIGITAL MEDIA – AUTUMN 2023

Maximum number of exchange students in this semester programme = 10

| IGM AUTUMN | ECTS |
|---|-----------|
| Innovation management | 3 |
| Ethical and Responsible Entrepreneurship | 4 |
| Prototyping | 4 |
| Expert tracks: choose one | |
| – Story Design | 11 |
| Story Design: Design Approaches | 6 |
| Story Design: Skills Lab | 5 |
| – Digital Strategy & Development | 11 |
| Digital Strategy & Development: Design Approaches | 6 |
| Digital Strategy & Development: Skills Lab | 5 |
| Elective: choose two, for 8 ECTS in total | |
| Advanced Pitching & Presentation | 4 |
| Applied Neuromarketing | 4 |
| Creative Writing | 4 |
| Digital Business Technology | 4 |
| Data Visualisation | 4 |
| English with a bang: United Branded Nations | 4 |
| Français Pro: actualité, médias et culture | 4 |
| Photography: Visual Narratives | 4 |
| Total | 30 |

INTERNATIONAL JOURNALISM – AUTUMN 2023

Maximum number of exchange students in this semester programme = 5

| IJO AUTUMN | ECTS |
|---------------------------------------|-----------|
| Audience Engagement | 4 |
| AI Generated Content | 4 |
| Cross Media Projects 3 (CMP) | 11 |
| Culture & Lifestyle | 5 |
| Digital Storytelling | 4 |
| Language Lab 3: choose one (max. two) | |
| – English 3 | 3 |
| – French 3 | 3 |
| – German 3 | 3 |
| – Spanish 3 | 3 |
| Total | 31 |