

Business Studies

Speciality in Marketing Communication/ Public Relations

Well-qualified employees are one of the most important contributory factors to a company's success. Specialist knowledge, soft skills and practical experience determine the level of competence and commitment in the firm. The Business Studies course in the form of a sandwich course alternating between the University of Cooperative Education and the company forms the ideal foundation: Our parallel classroom/company timetable with 2½ days practical training and a minimum of two days per week in the University ensures on-going integration in the company and introduction to practical assignments. Students become actively engaged in the firm's daily activities from early on.

The overall economic environment

Marketing Communication and Public Relations are crucial elements of corporate management. Target-oriented communication is a decision-making function pivotal for the success of companies and organisations in times of strong competition and increasing internationalisation. In particular medium-sized companies increasingly recognise the importance of Public Relations – big concerns have already exemplified its importance. Professional skills and key competences are necessary for a company in order to develop a market position, to build it up and to consolidate it permanently.

Within complex and management-oriented professional studies, the students are prepared efficiently and with up-to-date materials to assume strategic and functional management duties and responsibilities in the areas of Marketing and Sales and in internal and external communication.

Course objectives

The course objectives in 3 years at the University of Cooperative Education are ambitious. As a result, we demand from our students an above-average commitment, both in the company and in the classroom, as well as exceptional interest in their specific subjects and in the overall economic context.

Primary Aims of the Course:

- to impart the knowledge necessary for an academically-based and, at the same time, practically-orientated qualification within a short period.
- the attainment of methods and soft skills, both in the theoretical part of the course, as much as in the hands-on activity,
- to enable graduates to shoulder specialist and management tasks early on.

Fields of activity

Graduates are capable, immediately after finishing the Course, of taking on positions of responsibility in:

- Marketing/Distribution
- Advertising
- Management
- Public Relations
- Advisory services/Consulting

Companies

The course training partners can be any of the types of enterprise in the industry:

- Medium-sized companies
- PR- and Marketing divisions of concerns
- Associations, Organisations and Research Institutes
- Market Research Institutions
- Consultancies
- PR- and Advertising Agencies



Course Duration:
3 years / 6 Semesters

Academic Award:
B.A. (Bachelor of Arts)
Speciality in Marketing Communication/Public Relations

Study Location:
Darmstadt, Heidelberg,
Erfurt, Berlin, Bochum,
Cologne, Munich, Hamburg

Accommodation:
We will be pleased to help
you find accommodation.

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Curriculum*



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Module Related course / unit	Sem.	Hours	Credits/ Module
Semester 1			
Module: Introduction to Business Administration I	1		5
Fundamentals of Business Administration	1	30	
Financial Accounting	1	30	
Module: Fundamentals in Economics	1+2		
Fundamentals in Economics 1	1	30	
Module: Computer Science	1+2		
Computer Science 1	1	30	
Module: Introduction to Marketing Communication/PR	1		6
Introduction to Marketing Communication/PR	1	80	
Module: Law	1+2		
Fundamentals of Civil Law	1	30	
Module: Business Mathematics I	1		5
Business Mathematics I	1	40	
Module: Comprehensive Competences I	1+2		
Preliminary English I	1	20	
Fundamentals of Scientific Operating	1	20	
Theory-to-practice transfer I	1		5
Total semester 1		310	21
Semester 2			
Module: Business Administration II	2		5
Fundamentals of Operational Decision Making	2	30	
Accounting	2	30	
Module: Fundamentals in Economics II	1+2		5
Fundamentals in Economics II	2	30	
Module: Computer Science	1+2		5
Computer Science 2	2	30	
Module: Public Relations	2		6
Public Relations	2	80	
Module: Law	1+2		4
Business- and Corporate Law	2	30	
Module: Business Mathematics II	2		5
Business Mathematics 2	2	40	
Module: Comprehensive Competences I	1+2		4
Rhetoric and Communication	2	20	
Preliminary English 2	2	20	
Theory-to-practice transfer II (including a colloquium)	2	10	5
Total semester 2		320	39
Semester 3			
Module: Cost- and Financial Management	3		6
Investment and Finance	3	30	
Cost Accounting	3	30	
Module: Marketing and Distribution	3		4
Marketing and Distribution	3	40	
Module: Advertising	3		6
Advertising	3	80	
Module: Statistics	3		7
Statistics	3	60	
Module: Economics II	3+4		
International Economic Policy	3	20	
Module: Comprehensive Competences II	3+4		
Presentation and Moderation	3	20	
Vantage English 1	3	20	
Theory-to-practice transfer III (including a colloquium)	3	10	5
Total semester 3		310	28

Module Related course / unit	Sem.	Hours	Credits/ Module
Semester 4			
Module: Corporate Management I	4		6
Controlling 1	4	30	
Organisation and Corporate Management	4	40	
Management of International Companies	4	20	
Module: Communicative Instruments and Techniques	4		6
Communicative Instruments and Techniques	4	80	
Module : Economics	3+4		4
Finance	4	20	
Module: Comprehensive Competences II	3+4		6
Vantage English 2	4	20	
Module: Second Year Trainee Project	4	10	10
Total semester 4		220	32
Semester 5			
Module: Corporate Management II	5		7
Organisation and Human Resource Management	5	30	
Controlling 2 (Standard Cost Accounting, other planning processes)	5	30	
Ethical Business	5	20	
Seminar Training Firm	5	20	
Module: Integrated Communication	5		5
Integrated Communication	5	60	
Module: Compulsory electives area	5	60	5
Module: Law II	5		4
Media- and Competition Law	5	20	
Answering practical problems in law	5	20	
Module: Comprehensive Competences III	5+6		
Intercultural Competences	5	20	
Project Management	5	20	
Higher English 1	5	20	
Theory-to-practice transfer IV (including a colloquium)	5	10	5
Total semester 5		330	26
Semester 6			
Module: External- and International Accounting	6		5
External Accounting (Consolidated Accounts, International Accounting)	6	30	
Specifics- and Analyses of Cases in external Accounting (exercise course)	6	20	
Module: International Communication Management	6		5
International Communication Management	6	60	
Module: Compulsory electives area	6	60	5
Module: Comprehensive Competences III	5+6		7
Higher English 2	6	20	
Module: Bachelor Project	6	10	12
Total semester 6		200	34
Overall total		1690	180

Compulsory electives
Risk- and Crisis Communication (60 hrs); Investor Relations (30 hrs); Sponsoring (30 hrs); Fundraising (30 hrs); Online-PR (30 hrs); Event-PR (30 hrs); Market Research and Product Policy (30 hrs); Corporate Social Responsibility/CRS (30 hrs).

In each academic year a total of 60 credits has to be acquired. Modules that last over 2 terms are evaluated and thus recorded in the term in which the module is completed. As the credits will not be credited in the respective first term, they do contribute to the necessary amount of credits during this term.