

Course Programme for Exchange Students in Media and Communication Science

at the University of Augsburg



Welcome to the Department of Media, Knowledge, and Communication!

Few fields evolve as rapidly and globally as digital media and communication. To navigate this dynamic landscape, gaining diverse perspectives during your studies in media and communication sciences is essential. One way to broaden your horizons is through an international semester abroad, such as the Erasmus+ programme.

This brochure provides information about English-taught courses for exchange students in media and communication science, introduces the Department of Media, Knowledge, and Communication, and offers insights into Augsburg as a vibrant student city.

We are excited about your interest in our programme and look forward to welcoming you to Augsburg!



Prof. Dr. Helena Bilandzic
Professor of Communication
with focus on Media Processes and
Effects



Prof. Dr. Susanne Kinnebrock
Professor of Communication
with focus on Public Communication



Prof. Dr. Sebastian Scherr
Professor of Communication
with focus on Digital Health
Communication



Prof. Dr. Jeffrey Wimmer
Professor of Communication
with focus on Media Reality

1.	The University of Augsburg	p. 4
2.	Why study in Augsburg?	p. 5
3.	Department of Media Knowledge and Communication	p. 6
4.	English-Taught Bachelor-Level Modules for Exchange Students	p. 7
4.1	BA Courses – Winter Semester	p. 9
4.2	BA Courses – Summer Semester	p. 10
4.3	BA Courses – Winter/Summer (German-Taught)	p. 11
5.	English-Taught Master-Level Modules for Exchange Students	p. 12
5.1	MA Courses – Winter Semester (English-Taught)	p. 13
5.2	MA Courses – Summer Semester (German-Taught)	p. 14
6.	Contact	p. 15

The University of Augsburg

Founded in 1970, the University of Augsburg is one of Bavaria's young reform universities. Its eight faculties offer a diverse range of study programmes to over 20,000 students in the humanities and social sciences, law and economics, natural sciences, technological and computer sciences, and medicine.

As a network university, the University of Augsburg emphasizes interdisciplinary and transdisciplinary research to tackle some of today's most pressing challenges. For instance, how can societies adapt to climate change? How does AI shape social developments? How can future health crises be addressed?

This networking approach extends to its international collaborations. The University of Augsburg maintains a wide range of Erasmus+ partnerships and additional global cooperations beyond the Erasmus+ programme. These connections enrich academic work, foster innovation, and inspire new ideas in research and teaching.

Facts and figures

- 93 degree programmes across diverse disciplines
- approximately 20,000 students, including 2,000 international students
- more than 4,800 courses offered each semester
- over 300 full professors leading academic excellence
- a sprawling campus spanning the size of 60 football fields
- Vibrant cultural scene: More than 90 concerts per semester and artwork displayed across campus
- extensive sports opportunities



Why study in Augsburg?

Augsburg is the third biggest city in Bavaria. It offers an ideal mix of big city flair and small-town cosiness. It is a student city with a high standard of living and a wide range of cultural events and attractions. The Fugger city's 2,000-year history is filled with stories of the ancient Romans, the Fuggers, the textile industry, Leopold Mozart, and Bertolt Brecht. There are numerous cafes, restaurants, and shops in the city center. At the same time, recreational areas are only a stone's throw away.



Everything is within easy reach for students and researchers in the city and on the University of Augsburg campus. The green campus offers well-equipped facilities and inviting communal spaces that foster both academic and social interaction. With a state-of-the-art library, dedicated research labs, relaxing areas around the lake and extensive sports amenities provide an ideal environment for a vibrant student life.



Situated in the heart of Bavaria, Augsburg offers easy access to a wealth of natural attractions. From idyllic lakes such as Ammersee, Starnberger See, and Chiemsee, perfect for water sports and relaxation, to breathtaking mountain views, there's something for every nature lover. In winter, various skiing areas are easy to reach. In the warmer months, these majestic peaks transform into a hiker's and climber's paradise for an unforgettable summer adventure.



Department of Media, Knowledge, and Communication



The Department of Media, Knowledge, and Communication is structured into four divisions: Digital Health Communication, Media Effects and Processes, Media Reality, and Public Communication. Together, they offer a comprehensive perspective on communication science, with a strong focus on digital and dynamic, rapidly changing media developments, processes, and effects.

Our course programme offers strong foundations in communication science, specialised areas of study depicting current trends and problems of communication e.g. digital media environments, and rigorous training in modern social science methods. This equips graduates for a diverse range of careers in media and communication.

Why study with us?

- 1 Individual Support**

Our BA and MA programmes are intentionally small, with approximately 50 BA and 25 MA students admitted each winter semester. In addition, we host a handful of exchange students at our department. This allows us to provide personalised support and supervision throughout your exchange in Augsburg.
- 2 Interactive Learning**

While lectures are part of the BA foundation courses, all advanced courses are interactive seminars that incorporate a variety of learning formats. These include problem-based learning, peer collaboration using digital and AI tools, and discussion groups.
- 3 Empirical Expertise**

A strong foundation in empirical research is essential for careers in media and communication. Our methods and research practice courses equip students with a wide range of qualitative and quantitative research skills, addressing real-world challenges such as analysing digital data and social media trends.
- 4 Practical Application**

We emphasise application-oriented learning, where students tackle real-world communication science challenges. In these courses, students develop and evaluate strategic campaigns, social media strategies, and evidence-based health information.

English-Taught Bachelor Level Modules for Exchange Students

For exchange students at BA level in Media and Communication Studies, we offer an English-taught programme of **24 ECTS per semester**, available in both the winter semester (starting in October) and the summer semester (starting in April). This includes the **regularly offered English-taught modules** listed in the table below and on the next page. You can find a detailed description of our courses on the following pages. To prepare your learning agreement, you will find our Media and Communication Science modules in the module catalogue of the Faculty of Philosophy and Social Sciences on this page:
<https://www.uni-augsburg.de/en/portal/internationals/kursangebot/>
 All of our modules start with the code "MUK-....".



In addition, students can choose German-taught communication (MUK-...; see page 11) modules as well as modules from the cross-faculty module catalogue "Exchange Studies Intercultural and Language Courses" (e.g. including a wide range of language courses) as well as modules from other social science subjects in our Faculty of Philosophy and Social Sciences (e.g. political or social sciences, education). You may also consider choosing modules from other faculties as well (e.g. Faculty of Business and Economics, Faculty of Philology and History, Faculty of Applied Computer Science, Faculty of Catholic Theology), depending on the requirements of your home university and your studies.



Winter Semester (Start in October)			
Module Code	Module: Course	Type	ECTS
MUK-4004	Applied Communication Practice: Applied Public and Strategic Communication – Evaluation, Planning, and Design	Seminar	6
MUK-4005	Digital Media and Society: Digital Media and Social Change	Seminar	6
MUK-4007	Quantitative Methods in Communication Research: Research Practice in Quantitative Methods	Seminar	12

English-Taught Bachelor Level Modules for Exchange Students



Summer Semester (start in April)

Module Code	Module: Course	Type	ECTS
MUK-2122	Basics in Communication Science 3: Foundations of Science, Health, Environmental, and Risk Communication	Lecture	6
MUK-4003	Research fields within Health, Environmental, and Science Communication: Science, Health, Environmental, and Risk Communication	Seminar	6
MUK-4008	Empirical Methods in Communication Science 1: Surveys, Qualitative Interviews and Qualitative Content Analysis	Seminar (problem- based learning)	6
MUK-4009	Empirical Methods in Communication Science 2: Quantitative Content Analysis and Experimental Designs	Seminar (problem- based learning)	6

BA Courses – Winter Semester

Applied Public and Strategic Communication: Evaluation, Planning, and Design, Seminar 6 ECTS

In this seminar, students evaluate existing public or strategic communication initiatives – such as PR, propaganda, election or activist campaigns, public information material, social-media strategies, or science communication efforts. Using these insights, evidence-based communication concepts or materials (e.g., an awareness campaign) are developed translating critical analysis into actionable, theory-driven solutions.



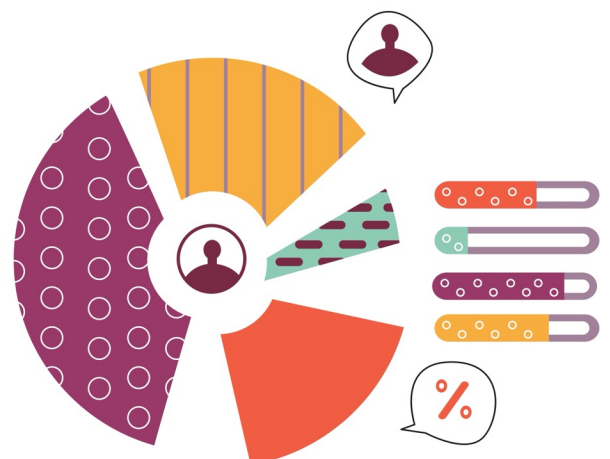
Digital Media & Social Change, Seminar 6 ECTS

This theory seminar examines how digital media reshape social relationships, communicator roles, values and public discourse. Through a focused case – such as political influencers, online misinformation, cybermobbing, political populism, or telemedicine – students engage with key communication theories and critically reflect explanatory frameworks. By semester's end, participants will be able to systematically analyse complex digital phenomena based on a solid knowledge of current approaches.



Research Practice in Quantitative Methods , Seminar 12 ECTS

In this seminar, students will gain hands-on experience with designing, conducting, and analysing a quantitative study. It focuses on developing research questions and hypo-theses, operationalisation, and the creation of data collection instruments. Throughout the seminar, one method (survey, experiment, or content analysis) will be selected for practical implementation. Students will explore measurement techniques, sampling strategies, and data analysis, gaining a deep understanding of quantitative research practice.



BA Courses – Summer Semester

Basics of Science, Health, Environmental, and Risk Communication, Lecture 6 ECTS

This lecture covers key topics, theories, and findings in science, crisis, health, environmental, and risk communication (COM SHER). It explores models, social media, AI, misinformation, and strategies for audience engagement. Emphasis is on digital health communication, messaging's role in behaviour and treatment decisions, cultural identity, emotion-driven messaging, and advanced strategies like framing and tailored communication.



Science, Health, Environmental, and Risk Communication, Seminar 6 ECTS

The seminar focuses on topics, theories and findings in science, health, environment, and risk communication (COM SHER). It introduces students to the depictions and media effects in the field of COM SHER and focuses on audience effects of different portrayals in legacy mass and social media. The seminar is a theory-driven and reading-intensive course, in which basic texts are studied and discussed using real-world examples. As a second learning goal, students will conceptualise a small empirical study based on one of the discussed topics.

Empirical Methods in Communication Science 1 – Surveys, Qualitative Interviews and Qualitative Content Analysis, Seminar 6 ECTS

This class provides a problem-based introduction to the application of scientific research methods in the context of communication science. Working in small groups and addressing current research problems, the course introduces the basics of quantitative and qualitative surveys as well as qualitative content analysis. Students also learn about applying data collection methods in different contexts. General methodological knowledge is deepened with regard to its application to specific research problems.



Empirical Methods in Communication Science 2 – Quantitative Content Analysis and Experimental Designs, Seminar 6 ECTS

This class introduces quantitative content analysis and experimental designs in qualitative and quantitative research. It focuses on problem-based learning. Students familiarise themselves with the application contexts, understand the research process, and deal with specific requirements and quality criteria. Practical problems are used to acquire the basics, e.g. for the development of categories and codebooks and their application to selected media materials as well as for the design and implementation of experimental studies.

German-Taught Bachelor Level Modules for Exchange Students

We offer a variety of German-taught modules international students can choose from in winter and summer semester. If you are interested in a detailed description of these modules (and the respective courses) please check the modules in the module catalogue of the Faculty of Philosophy and Social Sciences on this page:

<https://www.uni-augsburg.de/en/portal/internationals/kursangebot/>.



Winter/Summer Semester

Module Code	Module Title	Type	ECTS
MUK-4002	Vertiefung kommunikationswissenschaftliche Theorien (<i>Specialisation in Communication Science Theories</i>)	Seminar	6
MUK-4012 (summer semester only)	Vertiefung Anwendungsfelder Strategischer und Öffentlicher Kommunikation (<i>Specialisation in Fields of Application of Strategic and Public Communication</i>)	Seminar	6
MUK-4001	Vertiefung kommunikationswissenschaftliches Forschen (<i>Specialisation in Communication Science Research</i>)	Seminar	6
MUK-4006	Qualitative Methoden in der Kommunikationswissenschaft (<i>Qualitative Methods in Communication Science</i>)	Seminar	12
MUK-4013	Quantitative Methoden in der Kommunikationswissenschaft (<i>Quantitative Methods in Communication Science</i>)	Seminar	12
MUK-2506	Journalismus (<i>Journalism</i>)	Seminar	6
MUK-2505	Strategische Kommunikation (<i>Strategic Communication</i>)	Seminar	6
MUK-2508	Medienmanagement und Medienwirtschaft (<i>Media Management and Media Economics</i>)	Seminar	6

English-Taught Master Level Modules for Exchange Students



For exchange students at MA level in Media and Communication Studies, we offer an English-taught programme of **24 ECTS** in the winter semester (starting in October). This includes the **regularly offered English-taught modules** listed in the table below. You can find a detailed description of our courses on the following pages. To prepare your learning agreement, you will find our Media and Communication Science modules in the module catalogue of the Faculty of Philosophy and Social Sciences on this page: <https://www.uni-augsburg.de/en/portal/internationals/kursangebot/>. All of our modules start with the signature “MUK-....”.



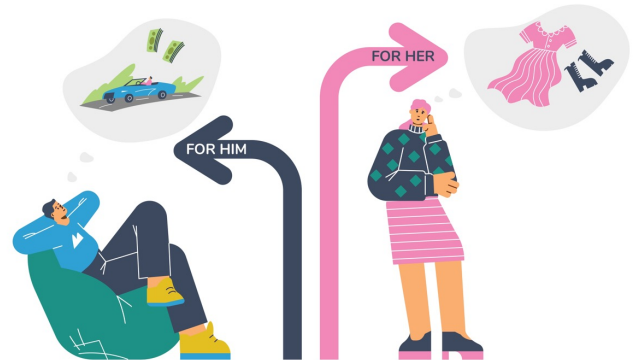
In addition, students can choose modules from the cross-faculty, module catalogue “Exchange Studies Intercultural and Language Courses” (e.g. including a wide range of language courses) as well as modules from other social science subjects in our Faculty of Philosophy and Social Sciences (e.g. political or social sciences, education). You may also consider choosing modules from other faculties as well (e.g., Faculty of Business and Economics, Faculty of Philology and History, Faculty of Applied Computer Science, Faculty of Catholic Theology), depending on the requirements of your home university and your studies.

Winter Semester (start in October)			
Module Code	Module: Course	Type	ECTS
MUK-4021	Values and Norms in the Media Society: Changes in the Media and Society - Gender, Diversity, and Social Norms	Seminar	6
MUK-4031	Science Communication Basics and Theory: Science Communication	Seminar	6
MUK-4010	Advanced Qualitative Methods in Communication Research: Advanced Research Practice in Qualitative Methods	Seminar	12

MA Courses – Winter Semester

Seminar: Changes in the Media and Society: Gender, Diversity, and Social Norms , 6 ECTS

Changing gender concepts, diversity in postmigrant societies and the transformation of social norms are not only reflected in the media. The media also prefigure these processes of societal change and the media effect gender, diversity and norm perceptions among users. The seminar examines these different interplays theoretically and/or empirically.



Seminar: Science Communication (6 ECTS)

Mass media are a crucial channel for the public to acquire scientific knowledge. News articles, social media postings, or entertaining blockbusters can help us learn about science-related topics such as climate change, genetic engineering, health risks, and artificial intelligence. The seminar explores how scientific knowledge is presented and discussed in different media settings and the effects science communication has on audiences. Students will learn about the ways in which people process science-related content and learn from it.



Seminar: Advanced Research Practice in Qualitative Methods (12 ECTS)

In this seminar, students gain hands-on experience executing a complete qualitative research project. Starting with the articulation of theoretically informed research questions, participants choose a qualitative design (e.g., interviews, focus groups, qualitative content analysis, qualitative observation), construct data collection instruments, plan sampling, collect and analyse their data. Through an iterative process of theme development and interpretation, students produce a results report. Throughout the seminar, students critically appraise their research process regarding quality criteria and ethical issues.



German-Taught Master Level Modules for Exchange Students



In the summer semester we offer the following German-taught modules at MA level in Media and Communication Studies. If you are interested in a detailed description of these modules (and the respective courses) please check the modules in the module catalogue of the Faculty of Philosophy and Social Sciences on this page:

<https://www.uni-augsburg.de/en/portal/internationals/kursangebot/>.



Summer Semester (start in April)			
Module Code	Module Title	Type	ECTS
MUK-4022	Medien- und Gesellschaftswandel <i>(Media and Social Change)</i>	Seminar	6
MUK-4032	Gesundheits-, Umwelt- und Wissenschaftskommunikation <i>(Health, environmental and science communication)</i>	Seminar	6
MUK-4011	Fortgeschrittene quantitative Methoden in der Kommunikationswissenschaft <i>(Advanced Quantitative Methods in Communication Science)</i>	Seminar	12

International Office

→ Questions referring to the university, formal and organisational questions on international exchange (Erasmus+, Weltweit Exchange...) and the overall course programme for international students.

Website <https://www.uni-augsburg.de/en/portal/internationals/>

Contact: erasmus.incoming@aaa.uni-augsburg.de
weltweit.incoming@aaa.uni-augsburg.de



Department of Media, Knowledge and Communication

→ Questions referring to the department and the specific programme of media and communication science:

Website <https://www.uni-augsburg.de/en/fakultaet/philsoz/fakultat/imwk/studium/international-exchange/incomings-en/>

Departmental Erasmus coordinator muk.international@phil.uni-augsburg.de





uniA UNIVERSITY OF
AUGSBURG

Department for Media, Knowledge
and Communication