

STPO-PRDM STUDY AND EXAMINATION REGULATIONS – M. A. PUBLIC RELATIONS AND DIGITAL MARKETING

Study and examination regulations of study programs awarding the degree of

Master of Arts (M. A.) in Public Relations and Digital Marketing

by

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Table of Content

I Preamble	3
II General Topics	3
§ 1 Scope and Content.....	3
§ 2 Admittance Regulations.....	3
III Study Achievements	4
§ 3 Standard Study Period and Study Forms	4
§ 4 ECTS Credit Points	4
§ 5 [Internship – not applicable].....	5
IV Concluding Provisions	5
§ 6 Inception.....	5

I Preamble

- 1) Based on the *Berlin Higher Education Act* ('Berliner Hochschulgesetz', abbr. 'BerlHG') in its version from July 26, 2011 (GVBl. 378 ff.), last amended by Article 1 of the law of September 14, 2021 (GVBl. p. 1039), and based on its '*Basic Study and Examination Regulations*' for Master's study programs ('RStPO-Master'), *MU – Media University of Applied Sciences* enacts the following specific '*Study and Examination Regulations*' (abbr. 'StPO-PRDM') for its study program '*Public Relations and Digital Marketing*' ('*Public Relations und Digitales Marketing*', abbr. 'MA-PRDM') which awards the degree of a *Master of Arts* (M. A.).
- 2) The numbering of the chapters of this document runs parallel to the numbering of the chapters of the specific '*Study and Examination Regulations – Bachelor*' (StPO-Bachelor) for study programs which award the degree of a *Bachelor of Arts* (B. A.) resp. *Bachelor of Science* (B. Sc.), to keep cross-references between these regulatory documents easily comprehensible.

II General Topics

§ 1 Scope and Content

- 1) The herewith enacted *Study and Examination Regulations* for the Master's program *Public Relations and Digital Marketing* (StPO-PRDM) set the rules, in accordance with § 1 sect. 3 RStPO-Master, for the main contents, the respective weightings (by ECTS credit points), and the course of the modular study phases as well as the provisions and procedures of the study program *Public Relations and Digital Marketing*, which leads to the academic degree of a *Master of Arts*.
- 2) The *Study and Examination Regulations* are complemented by the study specific curriculum of the program, which determines the following:
 - its modules, timeframe, and study/examination course
 - a curricular introduction to its content-related and methodical structure
 - a module manual with descriptions of the formal structure and contents of all study modules
- 3) For aspects which are not determined in this specific *Study and Examination Regulations*, the respective regulations of the *Basic Study and Examination Regulations* for Master's study programs (RStPO-Master) at MU apply.

§ 2 Admittance Regulations

- 1) In addition to § 1 ZgS-Master ('*Admittance Regulations – Master*'), the group of undergraduate study programs of which one must be completed, as a necessary precondition to be admitted to the Master's study program *Public Relations and Digital Marketing* (MA-PRDM) according to its extended consecutive profile, is defined as follows. To be eligible for an enrollment into the study program MA-PRDM, a profession-oriented undergraduate degree (Bachelor, Diploma, Magister, State Examination, by a university of applied sciences, academy or university)

- either in a *journalistic* or *publishing* resp. *media* or *communication* oriented discipline
 - or in *economics* resp. in a *management* oriented discipline
- must have been achieved.

- 2) One of the salient features of the Master's program *Public Relations und Digitales Marketing* is the strong emphasis it imposes on conveying qualitative and quantitative methodical competences. Therefore, the assessment procedure for each applicant has to evaluate, amongst other things, her/his basic prior knowledge and skills with regard to applied empirical social research. All applicants, who have not yet reached the competence level defined as outcome of the optional mandatory module „Wp8 Empirical Social Research“, are obliged, in case of enrolment in the program, to attend this module as mandatory, to lay a solid empirical methodological foundation as a necessary prerequisite for successfully passing the study program.
- 3) Furthermore, studies in *public relations* are particularly demanding with regard to language skills. In addition to § 1 sect. 4 ZgS-Master, each applicant for the Master's program *Public Relations and Digital Marketing*, who is a non-native speaker of German has to submit an authorized confirmation of her/his proficiency of the German language at least on the CEFR level C1 (Common European Framework of Reference for Languages, verifiable via a TOEFL, IELTS, Cambridge CAE/CPE or similar certificate).
- 4) An analogue precondition applies for modules of this study program with English as teaching language, in addition to § 1 sect. 5 ZgS-Master: In this case, an authorized confirmation has to be submitted which indicates proficiency of the English language also at least on the CEFR level C1 (Common European Framework of Reference for Languages, verifiable via a TOEFL, IELTS, Cambridge CAE/CPE or similar certificate).

III Study Achievements

§ 3 Standard Study Period and Study Forms

- 1) In accordance with § 4 sect. 3 RStPO-Master, the standard study period of the Master's study program *Public Relations and Digital Marketing* amounts to four semesters when studying full-time, and six semesters when studying part-time, including the writing time for the *Master's Thesis* and the concluding *Master's Colloquium*.
- 2) The temporal regulations of the allocation of modules over the semesters as determined in the timetable and module chronology are applicable for all standard courses. In justified cases, deviations from this standard regulations are permitted.
- 3) The Master's study program *Public Relations and Digital Marketing* can use German or English as instruction and work language, at all HMWK locations, depending on demand. In any case, an English-language program is only a variant of the German version in another language, not a new, independent program.

§ 4 ECTS Credit Points

- 1) In accordance with § 5 sect. 2 RStPO-Master, the Master's program *Public Relations and Digital Marketing* awards, in its full-time as well as in its part-time based form, a total of 120 ECTS credit points (*European*

Credit Transfer System) after its completion. This includes all credit points awarded for the writing of the *Master's Thesis* and the concluding *Master's Colloquium*.

- 2) The weighting of the study achievements, i. e. the allocation of credit points to each study module, is determined in the curriculum of the study program MA-PRDM.
- 3) For all module examinations and for the concluding Master's examination of the study program *Public Relations and Digital Marketing*, in its full-time as well as in its part-time based form, the relevant paragraphs of the '*Basic Study and Examination Regulations – Master of Arts*' of MU apply.
- 4) The provisions of § 20 RStPO-Master apply unchanged to the PRDM-course: The standard time for writing the Master's thesis in this course is four months, which can be extended to a maximum of six months (Paragraph 1). The scope of the master's thesis should generally be around 70 to 90 pages (para. 2).

§ 5 [Internship – not applicable]

IV Concluding Provisions

§ 6 Inception

- 1) This version of the specific *Study and Examination Regulations* for the Master's program *Public Relations and Digital Marketing* replaces its last version from October 01st, 2020.
- 2) It will be published at MU and comes into effect on October 01st, 2022 for all Master's students, who are already enrolled at this date or who will be enrolled after this date.