LMU LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

DEPARTMENT OF MEDIA AND COMMUNICATION

ifkw

Exchange at the Department of Media and Communication (IfKW)
Key Data for Incoming Students

DEPARTMENT DETAILS

Name of Department	**Department of Media and Communication / IfKW** (Institut für Kommunikationswissenschaft und Medienforschung)
Name and number of Faculty	Faculty of Social Sciences – 15
Postal Address	Ludwig-Maximilians-Universität München (LMU) Department of Media and Communication (IfKW) Oettingenstr. 67 80538 Munich, GERMANY
Website	*https://www.en.ifkw.uni-muenchen.de/*



CONTACTS

Incoming & Outgoing Students



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Contract Management



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DATES

Academic Calendar	The academic year is devided into **two semesters**: October 1st until March 31st and April 1st until September 30th.
Lecture Period	The summer semester lasts 14 weeks and the winter semester 15 weeks. The lecture periods can be found on the LMU website. These are the lecture periods for the academic year 2026/27: Winter semester 2027/28: 18 October 2027 – 11 February 2028 Summer semester 2028: tba.
Exam Period	The examination period is usually during the last week of lectures or at the beginning of the holidays. The specific times are determined by the lecturers. *If the end of the semester overlaps with the start of the new semester at the home university, we will find a flexible solution to enable students to complete their stay with us.*
Application and Registration Procedure	Once you are nominated as an exchange student by your home university you need to register at **LMU's central International Office**. They provide information for exchange students who were already accepted as visiting students at LMU and who will spend one or two semesters at the Department of Media and Communication (IfKW).
Welcome Event	We would like to welcome our exchange students at the Department of Media and Communication in the week before the start of the semester: We look very much forward to meeting you at our **Welcome Day @ IfKW**.









COURSES

Courses taught in English	We offer at least **30 ECTS of English-taught courses each semester**. This includes courses for exchange students only (incoming series), but also mixed courses / lectures. The courses are in the following modules: ▪ Empirical Communication Research ▪ Media System in Munich (Media Institutions or Professional Communication) ▪ Media Work (Journalism, Public Relations & Advertising, or Digital Media) ▪ Academic Writing
Online course catalogue of LMU	The up-to-date course catalogue is available at: *www.lsf.lmu.de*. Specific courses, including titles and descriptions, are published each semester (two months before the beginning of each semester).
Course types	**Lectures** at IfKW are attended by 100 to 200 students and are held each week by a professor (usually in German). Students are expected to read the relevant literature. Towards the end of the semester there will be a written exam (usually in the last week of the lecture period or the week after). After personal consultation with the lecturer, the examination modality can be changed if necessary (e.g. oral exam). **Seminars** are usually attended by 15 to 30 students. They will probably have to give a presentation (together with fellow students) and at the end of the semester they will most likely write a term paper. A seminar also involves reading relevant literature. On occasion, there will be practical exercises. Joint discussions play an important role in seminars. **Empirical research seminars** are advanced seminars designed for third-year or graduate students, focusing on empirical research. Students wishing to attend an empirical research seminar should have a high level of proficiency in the language of instruction and have comprehensive knowledge of empirical research methods.
ECTS / Credit points	For exchange students most of the regular seminars at IfKW give 5 ECTS on under-graduate level and 7 ECTS on postgraduate level. Lectures give 4 ECTS. Empirical research seminars (4h/week, strong focus on empirical research methods) give 10-12 ECTS on under-graduate level, and 12-15 ECTS on postgraduate level.
Types of examinations	Mostly written exams (for lectures), presentations and assignments (for seminars), and possibly oral exams. *We are open to negotiation for specific examination, so it fits to the requirements of the home university.*
Course choice at IfKW	A few weeks prior to the start of the semester, the international coordinator will send an **online form for choosing classes** in our department (wishlist). Students do not have to apply online for courses in the field of media and communication by themselves. Our coordinator will apply for them. IMPORTANT: This only works for courses at IfKW – if students would like to attend courses in other departments, too, they have to subscribe to them by themself (the best would be to write an e-mail to the international coordinator or lecturer).
Website	https://www.sw.lmu.de/ifkw/en/studies/international-students-at-ifkw/

Incoming Series

We strongly recommend attending the following seminars for all incoming exchange students.

Media Change: Contemporary cases, consequences and conceptualisations

Course Code:
15IFKW_0

Type:
Lecture

Period:
Winter Semester (Start: October)

Duration:
1 semester

Credits:
4 ECTS

Course Content:

From the printing press to social media platforms, mediated communication has always been reliant on technology. However, information communication technology is, arguably, changing more profoundly and rapidly now than ever before, affected by—and itself affecting—the forms media takes and how it is produced, consumed, and regulated. We see divergence and convergence in media formats, from live blogs to immersive storytelling. Technologically-enabled amateurs and non-human actors, like algorithms, are playing an increasingly important part in media production. Technology is also interacting with how news and media audiences behave, which in turn is prompting changes in how those audiences are measured and their consumption regulated.

Level of Study:
Undergraduate and Postgraduate

Requirements:
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Language Requirements:
English (CEFR level B2)

Professional Communication in Munich

Course Code:
15IFKW_1

Type:
Seminar

Period:
Winter Semester (Start: October)

Duration:
1 semester

Credits:
7-10 ECTS

Course Content:

This seminar focuses on professional communication in online, print and broadcasting media. Students take part in field trips to different media companies in Munich, communication professionals give a talk and students try out to write in different journalistic styles. The acquired knowledge will be implemented in a weblog, written by the participating students. The acquired knowledge will be implemented in a weblog, planned, edited and written by the participants.

Level:
Undergraduate and Postgraduate

Requirements:
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Language Requirements:
English (CEFR level B2)

Media Institutions in Munich

Course Code:
15IFKW_2

Type:
Seminar

Period:
Summer Semester (Start: April)

Duration:
1 semester

Credits:
7-10 ECTS

Course Content:

How do media work in Munich? Which institutions are important, who works there and what do they actually do all day? The seminar focuses on media production processes in online, print and broadcasting media. Students take part in field trips to different media companies in Munich. Talks with professionals provide insights into the world of work within media institutions. Students also learn about the German media system and compare it to their home countries (in group presentations). The acquired knowledge will be implemented in a weblog, planned, edited and written by the participants.

Level:
Undergraduate and Postgraduate

Requirements:
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Language Requirements:
English (CEFR level B2)

Writing for Academic Purposes

Course Code:
15IFKW_3

Type:
Seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
2 ECTS

Course Content:

This course for exchange students only focusses on scientific basics, dos and don'ts in writing an academic (research) report – especially in the field of communication: knowledge of the most relevant libraries and online catalogues, use of important digital databases, central sources, online search methods, quotation and citation (APA) as well as bibliography exercises and a library tour (IfKW library).

We recommend this course to all incoming students who have no experience with the APA7th citation style, as this is the standard for academic work at the IfKW and is therefore a basic requirement for most exams/assignments.

Level:
Undergraduate and Postgraduate

Requirements:
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Language Requirements:
English (CEFR level B2)

Bachelor's Program

Professional Practice in Journalism

Course Code:
15IFKW_4

Type:
Seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
5 ECTS

Course Content:
This seminar introduces students to the professional practice of journalism. Students select a focus area—such as print, online, radio, or television journalism—and develop skills in researching, writing, and producing journalistic content. Emphasis is placed on mastering editorial workflows, production techniques, and journalistic storytelling. Through practical exercises and case studies, students gain hands-on experience in the dynamics of newsroom work and the ethical challenges of contemporary journalism. Specific thematic focuses vary each semester (e.g., podcasting).

Level:
Undergraduate

Requirements:
open to students in communication sciences or related fields

Language Requirements:
English (CEFR level B2)

Professional Practice in Public Relations and Advertising

Course Code:
15IFKW_5

Type:
Seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
5 ECTS

Course Content:
This seminar introduces professional practices in public relations and advertising. Students choose a focus area—such as corporate communication, media relations, campaign planning, or creative concept development—and learn key techniques and workflows used in strategic communication. Through practical exercises and case-based work, students gain insight into how communication strategies and messages are designed for different audiences and platforms. The course also encourages reflection on the social and ethical dimensions of persuasive communication. Specific thematic focuses vary each semester.

Level:
Undergraduate

Requirements:
open to students in communication sciences or related fields

Language Requirements:
English (CEFR level B2)

Professional Practice in Digital Media

Course Code:
15IFKW_6

Type:
Seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
5 ECTS

Course Content:
This seminar focuses on digital media practices and professional workflows. Students choose a specific focus, such as content production, media design, or online communication. Through hands-on work, they learn key techniques and process-oriented methods, gaining insight into tasks and applications in digital media professions. The course also encourages critical reflection on the skills, expectations, and challenges of contemporary digital media work. Specific thematic focuses vary each semester.

Level:
Undergraduate

Requirements:
open to students in communication sciences or related fields

Language Requirements:
English (CEFR level B2)

Empirical Research Project

Course Code:
15IFKW_7

Type:
Seminar

Period:
Winter Semester (Start: October)

Duration:
1 semester

Credits:
10 ECTS

Course Content:

The seminar focuses on a specific research project that the students develop together with the lecturer on a predetermined topic (for example, this may be in the context of media content, communicator or recipient research). Insights into the current state of research and its theoretical framework are provided for an empirical question and practically implemented in the students' own research project. The aim is for students to jointly design, carry out, and evaluate a research project in a participatory seminar. The focus is on planning (including survey instruments).

Level:
Undergraduate

Requirements:
open to students in communication sciences or related fields ; prior knowledge of qualitative and quantitative methods is helpful; knowledge of scientific citation is required (AP7th)

Language Requirements:
English (CEFR level B2)

Advanced Empirical Research Project

Course Code:
15IFKW_8

Type:
Seminar

Period:
Summer Semester (Start: April)

Duration:
1 semester

Credits:
12 ECTS

Course Content:

This seminar centers on the conception and execution of an empirical research project developed collaboratively by students and the instructor. Building on a selected thematic field—such as media content, communicator, or audience research—students design and implement a research study that integrates theoretical and methodological perspectives. The seminar combines a theory-oriented part with a practical research part, linking conceptual groundwork to empirical application. Students gain experience in planning, conducting, analyzing, and presenting their own research. Specific thematic focuses vary each semester.

Level:
Advanced Undergraduate

Requirements:
open to students in communication sciences or related fields; prior knowledge of qualitative and quantitative methods is necessary! knowledge of scientific citation is required (AP7th)

Language Requirements:
English (CEFR level B2)

Master's Program

Advanced Practice in Journalism

Course Code:
15IFKW_9

Type:
Seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
7 ECTS

Course Content:
This seminar focuses on advanced journalistic practice and the independent production of journalistic content. Students select a focus area—such as investigative reporting, multimedia storytelling, or cross-platform journalism—and apply professional techniques to create in-depth content. The course emphasizes autonomous project planning, editorial decision-making, and the critical evaluation of journalistic practices within broader societal and ethical contexts. Through independent projects, feedback, reflection and collaborative work, students gain a deeper understanding of the complexities of modern journalism. Specific thematic focuses vary each semester (e.g., podcasting).

Level:
Postgraduate

Requirements:
open only to MA students in communication sciences or related fields

Language Requirements:
English (CEFR level B2)

Advanced Practice in Public Relations and Advertising

Course Code:
15IFKW_10

Type:
seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
7 ECTS

Course Content:
This seminar offers project-based engagement with professional strategic communication. Students independently plan or collaboratively develop PR or advertising projects, such as communication strategies, creative campaigns, or media outreach concepts. The course emphasizes autonomous project management, advanced strategic reasoning, and the ability to justify creative and organizational decisions within professional standards. Through iterative development, feedback, and reflection, students deepen their practical skills and gain insight into the collaborative dynamics and ethical challenges of PR and advertising work. Specific thematic focuses vary each semester.

Level:
Postgraduate

Requirements:
open only to MA students in communication sciences or related fields

Language Requirements:
English (CEFR level B2)

Advanced Practice in Digital Media

Course Code:
15IFKW_11

Type:
seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
7 ECTS

Course Content:
This seminar provides practice-based engagement with professional digital media production. Students work on independently planned or collaboratively developed projects in areas such as content creation, digital design, or online communication strategy. The course emphasizes autonomous project management, advanced problem-solving, and the ability to connect practical decisions to professional standards in the field. Through iterative development, collaborative work, feedback, and reflection, students deepen their technical skills while gaining insight into the organizational and collaborative dynamics of digital media work. Specific thematic focuses vary each semester.

Level:
Postgraduate

Requirements:
open only to MA students in communication sciences or related fields

Language Requirements:
English (CEFR level B2)

Empirical Research Project

Course Code:
15IFKW_12

Type:
Seminar

Period:
Winter Semester (Start: October) and Summer Semester (Start: April)

Duration:
1 semester

Credits:
12 ECTS

Course Content:

The seminar focuses on a specific research project that the students develop together with the lecturer on a predetermined topic (for example, this may be in the context of media content, communicator or recipient research). Insights into the current state of research and its theoretical framework are provided for an empirical question and practically implemented in the students' own research project. The aim is for students to jointly design and carry out a research project in a participatory seminar. The focus is on planning (including survey instruments). The seminar fosters independent, critical, and organized work, while strengthening key competencies such as analytical thinking, methodological proficiency, and project management. Specific thematic focuses vary each semester.

Level:
Postgraduate

Requirements:
open only to MA students in communication sciences or related fields; prior knowledge of qualitative and quantitative methods is helpful; knowledge of scientific citation is required (AP7th)

Language Requirements:
English (CEFR level B2)

Empirical Research Project

Course Code:
15IFKW_13

Type:
Seminar

Period:
Summer Semester (Start: April)

Duration:
1 semester

Credits:
15 ECTS

Course Content:

This seminar centers on the conception and execution of an empirical research project developed collaboratively by students and the instructor. Building on a selected thematic field—such as media content, communicator, or audience research—students design and implement a research study that integrates theoretical and methodological perspectives. The seminar combines a theory-oriented part with a practical research part, linking conceptual groundwork to empirical application. Students gain experience in planning, conducting, analyzing, and presenting their own research. The seminar fosters independent, critical, and organized work, while strengthening key competencies such as analytical thinking, methodological proficiency, and project management. Specific thematic focuses vary each semester.

Level:
Postgraduate

Requirements:
open only to MA students in communication sciences or related fields; prior knowledge of qualitative and quantitative methods is necessary! knowledge of scientific citation is required (AP7th)

Language Requirements:
English (CEFR level B2)