

## Exchange at IfKW of LMU Munich – Key Data for Incoming Students

### SUMMER TERM 2026

#### INSTITUTION DETAILS

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

#### CONTACTS

<b>Incoming &amp; Outgoing Students</b>	<b>Contract Management</b>
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#### DATES

<b>Academic Calendar</b>	The academic year is divided into <b>two semesters</b> : October 1st until March 31st and April 1st until September 30th. The <b>summer term 2026</b> will start on 13 April 2026 and end on 17 July 2026. At the Department of Media and Communication the lecture period includes the final exams. At other departments exams may also take place within two weeks after the lecture period.	
<b>Application and Registration Procedure</b>	Once you are nominated as an exchange student by your home university you need to register at <b>LMU's central International Office</b> . 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).	
<b>Welcome Event</b>	We would like to welcome our international 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 <b>Welcome Event "Welcome Day @ IfKW"</b> . A personal invitation follows by email on time.	



## COURSE SELECTION & REGISTRATION

Online course catalogue of LMU	<a href="http://www.lsf.lmu.de">www.lsf.lmu.de</a> <b>The up-to-date course catalogue is available two months before the beginning of each semester.</b>
Course choice	<p>A few weeks prior to the start of the semester, the international coordinators will send an <b>online form for choosing classes</b> in our department (wishlist). You do not have to apply online for courses in the field of media and communication by yourself. Your coordinator will apply for you.</p> <p>IMPORTANT: This only works for courses at IfKW – if you would like to attend courses in other departments, too, you have to subscribe to them by yourself (the best would be to write an e-mail to the international coordinator or lecturer).</p>
Website	<a href="https://www.en.ifkw.uni-muenchen.de/international/exchange_students/courses/index.html">https://www.en.ifkw.uni-muenchen.de/international/exchange_students/courses/index.html</a>
Courses taught in English	<p>We offer at least 30 ECTS of English-taught courses each semester. This includes courses for exchange students only, but also mixed courses / lectures. The courses are in the following modules:</p> <ul style="list-style-type: none"> <li>▪ Empirical Communication Research</li> <li>▪ Media Institutions</li> <li>▪ Media Work</li> <li>▪ Academic Writing</li> </ul>
ECTS / Credit points	<p>For exchange students most of the regular seminars at IfKW give 5 ECTS points, lectures give 4 ECTS points and Haupt- und Wahlpflichtseminare (advanced, 4h/week, strong focus on empirical research methods) 11 ECTS on under-graduate level and 15 ECTS on postgraduate level.</p>
LMU room finder	<a href="https://www.lmu.de/raumfinder/index.html#/">https://www.lmu.de/raumfinder/index.html#/</a>



## Course types at IfKW

**Lectures** at IfKW are attended by 100 to 200 students and are held each week by a Professor (usually in German). At home 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). After personal consultation with the lecturer, the examination modality can be changed if necessary (e.g. oral exam). Lectures seem easy at first glance, however, you should consider this: You won't be able to practice your German in a lecture.

**Seminars** are usually attended by 15 to 30 students. They will probably have to give a presentation (together with fellow students, as a rule) and at the end of the semester they will most likely write a term paper. A seminar also involves the reading of relevant literature. On occasion, there will be practical exercises. Discussions feature prominently in seminars. By and large, presentations pose no problems for exchange students, although the assignments at the end of the semester are often demanding (But you can discuss the conditions with your teacher).

**Research seminars ('Haupt- und Wahlpflichtseminare')** are *advanced seminars* and proceed like ordinary seminars, except they are conceived for third-year or graduate students with a focus on empirical research. If students wish to attend a Hauptseminar they should be able to speak German/English quite well and be able to proof comprehensive knowledge in empirical research methods.

## English taught classes at IfKW during summer term 2026

- ! IfKW offers English taught classes with a minimum amount of 30 ECTS points on BA level. They can be found in LSF, LMU's online course catalogue and in the list below. Further courses / course changes possible. LMU is planning
- with face-to-face teaching in summer term 2026.



*We're open for negotiation for specific examination, so it fits to the requirements of your home university.*

BA   MA level	We strongly recommend attending <u>the following two</u> seminars for incoming exchange students:	
	<b>Media Institutions in Munich</b> <i>Ertelthaler-Nikolaev, Oe67</i> (seminar, 2h/week, 7-10 ECTS, Tue 12-14 c.t.)	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.
	<b>Writing for Academic Purposes</b> <i>Esgen, Oe67</i> (seminar, 2 ECTS, tba.)	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).

BA | MA level

**Selling health:  
Advertising  
campaigns for  
health-related  
products**

*Ermel, Oe67*  
(seminar,  
2h/week, 5ECTS,  
Mon 14-16 c.t.)

This seminar explores advertising campaigns in the field of health-related products, such as supplements, skincare, functional foods, or pharmaceuticals. Throughout the seminar, students will gain both theoretical and practical insights into the development of health-related advertising campaigns. Students will first discuss the specific characteristics of health-related advertising, legal regulations and loopholes, as well as current advertising trends. Subsequently, students will learn the fundamentals of advertising campaign planning, and work in groups to develop their own advertising campaign for a health-related product of their choice. At the end of the semester, the planning and development of the advertising campaign will be presented in a pitch presentation. The seminar does not require any prior topic-specific knowledge or statistical skills.

**Professional  
Practice in  
Health-Related  
Media and  
Market Research**

*Berlekamp, Oe67*  
(seminar,  
2h/week, 5 ECTS,  
Thu 8-10 c.t.)

How do people make decisions about visiting doctors, taking medication, and choosing therapies? How are messages in health campaigns perceived and understood? How successful are new health apps? Which attitudes and motives influence health-related behaviors? How are hospitals or pharmaceutical companies perceived? This seminar addresses these and related questions. It introduces students to the principles and practices of media and market research. In this semester, the thematic focus will be on media and market research in the health sector. Participants choose a specific research focus, such as audience measurement, brand analysis, or user experience studies. We will engage both theoretically and practically with the fundamentals of media and market research in the health sector. On this basis, students will work in small groups to develop and present their own project. Through this process, students will learn essential work techniques used in professional research environments and gain insight into diverse areas of the media and marketing industries.

**Podcasting**

*Hörmeyer*  
(seminar,  
2h/week,  
5 ECTS, tba.)

Ever wanted to start your own podcast? As a rapidly growing medium, podcasting offers the perfect opportunity to explore interesting topics or create engaging entertainment. This weekly course is designed to help you make the most of this evolving platform. In this seminar, you will work with your peers to brainstorm and refine your podcast ideas. With plenty of freedom to choose your own topics, you'll have the flexibility to create content that truly resonates with you and your audience. The course is taught in English and provides a solid understanding of podcasting techniques and strategies. However, you're welcome to produce your podcast in German if you prefer.

**Professional  
Practice in Digital  
Media**

*Burkhardt*  
(seminar,  
2h/week,  
5 ECTS, tba.)

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.



Advanced BA   MA	<p><b>Empirical Research Project: The audience' perspective on journalism</b> <i>Steindl, Oe67</i> (seminar, 4h/week, 15 ECTS, Thu 12-16 c.t.)</p>	<p>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—journalism and audience research—students design and implement a research study that integrates theoretical and methodological perspectives (qualitative research). 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.</p>
	<p><b>Empirical Research Project: Liking or Blocking? Exploring Intergroup Dynamics on Social Media</b> <i>Kaskeleviciute, Oe67</i> (seminar, 4h/week, 15 ECTS, Mon 12-16 c.t.)</p>	<p>How do political and social identities shape the way people interact online? Why do the left and right often clash online? How can intergroup contact on social media foster understanding rather than division? In this seminar, we explore how individuals with different social identities interact in digital spaces. We will design and conduct a survey experiment on a specific aspect of intergroup relations and social media.</p> <p>Students will learn the full cycle of conducting a survey experiment. The aim is to define a research topic, formulate central research questions and hypotheses, identify and integrate relevant literature and theories, design and implement the experiment, analyze data, and present findings. All individual steps should result in a coherent scientific research paper at the end of the course. The course familiarizes students with key aspects of scientific work, including literature search, citation, scientific writing and presentation, understanding experimental research logic and design, and engaging in constructive peer feedback.</p>
	<p><b>Empirical Research Project: Between Doomscrolling and Informed Citizenship: Towards Epistemic Wellbeing in Today's Infoscapes</b> <i>Primig, Oe67</i> (seminar, 4h/week, 15 ECTS, Tue 8-12 c.t.)</p>	<p>We live in an age of information overload, where citizens are confronted with constant tensions and expectations. They are urged to recognize misinformation and fakes, while being bombarded with endless streams of (often violent) content controlled by platform corporations that largely escape democratic governance. Yet, citizens are still expected to make sense of it all (not just as social media users, but as democratic actors making decisions that affect society as a whole).</p> <p>Given this, it is no surprise that communication science often focuses on the pathologies of our information environment: misinformation, polarization, and manipulation. In this course, however, we take a 180-degree turn and ask: How can citizens experience their agency and autonomy as informed and knowing beings in today's complex media world? To address this, we will explore the emerging concept of Epistemic Welfare, which foregrounds citizens' epistemic capacities and agency. Hyzen et al. (2025, p. 4) define epistemic welfare as "creating and maintaining the conditions and capabilities of epistemic agency in the public sphere." It is thus a governance ideal, a normative vision for how societies might enable citizens to flourish epistemically.</p> <p>If a digital knowledge society such as Germany were to take epistemic welfare seriously as a political goal, it would first need to understand what epistemic wellbeing means in practice: how citizens actually experience their ability to know, to judge, and to participate meaningfully in public life. Together, we will investigate this question through qualitative, semi-structured interviews, combining theoretical reflection with empirical inquiry. Students will conduct interviews, analyse them and present their results in an oral presentation format as well as a written report. We will organize our sessions flexibly and collaboratively, finding a workflow and meeting rhythm that best supports our empirical project and collective progress. Qualitative content analysis and/or interview experience helps but it is no requirement.</p>