



Master - Media Communication

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|---------------------|
| 1st YEAR/1st semester | | |
| UME3100 | New Media Culture | 6 |
| UME3101 | Media Studies | 6 |
| UME3180 | Design in the Digital Media | 6 |
| UME3103 | European Communication | 6 |
| UME5103 | Advertising | 6 |
| UME3281 | Web Design | 6 |
| 1st YEAR/2nd semester | | |
| UME3280 | Media and the Social Construction of Reality | 6 |
| UME3201 | Communication in Virtual Communities | 6 |
| UME3370 | Profesional Media Internship (2)* | 6 |
| UME3200 | Media Systems and Industries | 6 |
| 2nd YEAR/1st semester | | |
| UME3400 | Media Ethics | 6 |
| UME3303 | Structures and Languages Specific to Anglo-Saxon Media | 6 |
| UME3302 | Visual storytelling | 6 |
| UME3370 | Profesional Media Internship (2)* | 6 |
| UME3301 | Media Diversity | 6 |
| UME3302 | Media Representations of Identity | 6 |
| 2nd YEAR/2nd semester | | |
| UME3300 | Storytelling | 6 |
| UME3401 | Visual Culture | 6 |
| UME2404 | Mobile media | 6 |
| UME3402 | Media Semiotics | 6 |
| UME3401 | Knowledge Management | 6 |



Master - Advertising & PR (german line of study)

| Course CODE | Course Title | ECTS credits |
|------------------------------|---|--------------|
| 1st YEAR/1st semester | | |
| UME5105 | Forschungsmethoden in Werbung und Öffentlichkeitsarbeit | 6 |
| UMG5103 | Werbung | 6 |
| UMG5101 | Theorien der Kommunikation | 6 |
| UMG4105 | Typologie von Werbegesprächen | 6 |
| 1st YEAR/2nd semester | | |
| UME5206 | Strategisches Kommunikationsmanagement | 6 |
| UMG4207 | Das Mediensystem | 5 |
| UMG4208 | Ethik in PR und Werbung | 6 |
| UMG4209 | Audio-Video-Werbung | 6 |
| UMG4210 | Übung 1 | 3 |
| UMX4211 | Wahlpflichtkurs 1 | 4 |
| UMG4211 | Kultur- und Zivilisationsgeschichte | 4 |
| UMG4212 | Werbung und Genre | 4 |
| 2nd YEAR/1st semester | | |
| UME5108 | Öffentlichkeitsarbeit | 6 |
| UMG5207 | BTL-Werkzeuge | 6 |
| UMG4303 | Organisationskommunikation | 5 |
| UMG4304 | Kommunikation und PR in Krisensituationen | 5 |
| UMG4305 | Übung 2 | 3 |
| UME5316 | Werbung und PR online | 5 |
| 2nd YEAR/2nd semester | | |
| UMG4406 | Forschungsseminar | 4 |
| UMG4407 | Markenkommunikation | 8 |
| UME5319 | Werbung in schriftlichen und Außenmedien | 7 |

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| UMG4409 | Karriereorientierung | 7 |
| UMX4409 | Wahlpflichtkurs 2 | 4 |
| UMG4300 | Qualitätsmanagement | 4 |
| UMG4311 | Europäische Governance | 4 |

Master - Analysis and conflict management

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|--------------|
| 1st YEAR/1st semester | | |
| UME7101 | Conflict Theory and Research | 8 |
| UMR1126 | Political ideologies | 6 |
| UMR1121 | Media and politics | 6 |
| UME7115 | Research Seminary: Critical Thinking and Argumentation | 6 |
| UME7102 | Theory and Practice of Social Research | 6 |
| UME7103 | Civilisation, Culture and Conflict in the Modern World | 6 |
| 1st YEAR/2nd semester | | |
| UME7206 | Strategic decision making | 6 |
| UME7207 | Negotiations | 7 |
| UME7218 | Research seminar: Academic writing | 6 |
| UME7217 | Mediation techniques | 7 |
| 2nd YEAR/1st semester | | |
| UMR1117 | Strategic Planning in public sector | 6 |
| UME7109 | Conflict Theory and Practice | 8 |
| UME7120 | Research seminar: system integration in conflict management | 6 |
| 2nd YEAR/2nd semester | | |
| UME7212 | Compared ADR Systems | 8 |
| UME7216 | Research Seminar: Developing the skills of conflict resolution | 6 |



Master - Designing research and data analysis in social sciences

| Course CODE | Course Title | ECTS credits |
|------------------------------|---|---------------------|
| 1st YEAR/1st semester | | |
| UME1101 | Introduction to research methodology | 8 |
| UME1102 | Academic Writing | 7 |
| UME1103 | Statistical software for data analysis and representation | 8 |
| UME1181 | Optional course 1 | 7 |
| 1st YEAR/2nd semester | | |
| UME1205 | Quantitative research methods | 8 |
| UME1206 | The structure of social research | 7 |
| UME1207 | Qualitative research methods | 8 |
| UME1208 | Optional course 2 | 7 |
| 2nd YEAR/1st semester | | |
| UME1310 | Optional course 3 | 7 |
| UME1311 | Complex analysis of preferences | 8 |
| UME1312 | Seminar for the preparation of dissertation thesis | 8 |
| UME1313 | Internship | 7 |
| 2nd YEAR/2nd semester | | |
| UME1413 | Advanced statistical software | 8 |
| UME1414 | Analysis of public policies | 8 |
| UME1415 | Optional course 4 | 7 |
| UME1415 | Internship | 7 |



Master - International Development

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|--------------|
| 1st YEAR/1st semester | | |
| UMX1101 | Optional course | 7 |
| UME1182 | Statistical software for data analysis and representation | 8 |
| UME1101 | Introduction to research methods | 8 |
| UME 1102 | Academic writing | 7 |
| 1st YEAR/2nd semester | | |
| UME1218 | Developing nations. Democratic Transition and International Development | 7 |
| UME1116 | Assistance for development and reconstruction of post-conflict societies | 8 |
| UME1281 | Public policies analysis | 7 |
| UME1115 | Organizations and resources for international development | 8 |
| 2nd YEAR/1st semester | | |
| UME1220 | Migration and international development | 8 |
| UMX2301 | Optional course | 7 |
| UME2381 | Qualitative methodes | 8 |
| UMX2302 | Optional course | 7 |
| 2nd YEAR/2nd semester | | |
| UME1426 | Professional internship | 8 |
| UME2317 | Research seminar | 8 |
| UMX2401 | Optional course | 7 |
| UMX2402 | Optional course | 7 |



Master - PR & Advertising

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|--------------|
| 1st YEAR/1st semester | | |
| UME5101 | Research Methods in PR and Advertising | 6 |
| UME5102 | Types of Advertising Discourse | 6 |
| UME5103 | Advertising | 6 |
| UME5104 | Theories of Communication | 6 |
| UME5108 | Public Relations | 6 |
| 1st YEAR/2nd semester | | |
| UME5206 | Strategic Communication Management | 6 |
| UME5205 | Social Psychology | 6 |
| UME5207 | Media Systems | 6 |
| UME5210 | PR Practice | 3 |
| UME3100 | Multimedia projects | 3 |
| UME3180 | Communication in virtual communities | 3 |
| UME5209 | Mythical Structure in Advertising Language | 6 |
| 2nd YEAR/1st semester | | |
| UME5312 | BTL Instruments | 7 |
| UME5313 | Internal Corporate Communication | 7 |
| UME5314 | Creative Thinking in Pr and Advertising | 7 |
| UME5315 | Practica/ Advertising Practice | 3 |
| UME5316 | On-line Advertising and PR | 6 |
| 2nd YEAR/2nd semester | | |
| UME5417 | Research Seminary in PR and Advertising | 7 |
| UME4418 | Advertising and Cultural Studies | 8 |
| UME5320 | PR and Advertising Students Career Orientation | 8 |
| UME5319 | Advertising in Written and Outdoor Press | 7 |



Master - Public Administration

| Course CODE | Course Title | ECTS credits |
|------------------------------|-----------------------------------|--------------|
| 1st YEAR/1st semester | | |
| UME2101 | Economy and Public Finance | 6 |
| UME2102 | Organizational Theories | 6 |
| UME2104 | NGO Management | 6 |
| UME2103 | MTCS | 6 |
| UME2105 | Comparative Public Administration | 6 |
| UME2105 | Compared Governance | 6 |
| 1st YEAR/2nd semester | | |
| UME2105 | Public budget | 6 |
| UME2332 | Econometrics | 6 |
| UME2334 | Strategic Planning | 6 |
| UME2315 | Project Management | 6 |

Master - Management of Public

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|--------------|
| 1st YEAR/1st semester | | |
| UME2314 | Human resources management in the public and nonprofit | 6 |
| UME2315 | Strategic Planning in the public and nonprofit | 6 |
| UME2318 | Project management in the public and nonprofit | 6 |
| UME2316 | Public management | 6 |

Master - NGO Management

| Course CODE | Course Title | ECTS credits |
|------------------------------|---|--------------|
| 1st YEAR/1st semester | | |
| UME2339 | Fundraising | 6 |
| UME2339 | Social capital and public participation | 6 |

Master - Public Health

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|--------------|
| 1st YEAR/1st semester | | |
| UME6124 | Healthcare organization delivery and financing | 6 |
| UME6125 | Introduction to environmental health | 6 |
| UME6126 | Principles of public health | 7 |
| UME6127 | Basic principles and methods of epidemiology | 7 |
| UME6137 | Public health law | 4 |
| UME6138 | Public health nursing | 4 |
| UME6139 | Infectious disease epidemiology | 4 |
| 1st YEAR/2nd semester | | |
| UME6228 | Public health for professionals seminar | 6 |
| UME6229 | Biological basis of public health | 6 |
| UME6230 | Social and behavioral aspects of public health | 7 |
| UME6231 | Basic principles of statistical inference | 7 |
| UME6240 | Comparative health systems | 4 |
| UME6241 | Emergency preparedness_the public health perspective | 4 |
| UME6242 | Zoonoses epidemiology | 4 |
| 2nd YEAR/1st semester | | |
| UME6332 | Public health leadership | 8 |
| UME6333 | Global health | 8 |
| UME6334 | Program development in health promotion | 7 |
| UME6335 | Program evaluation | 7 |
| 2nd YEAR/2nd semester | | |
| UME6343 | International health economics | 4 |
| UME6344 | Global perspectives in epidemiology | 4 |



Master - Science, Technology and Innovation in Public Governance

| Course CODE | Course Title | ECTS credits |
|------------------------------|--|---------------------|
| 1st YEAR/1st semester | | |
| UME2144 | ICT innovation in Governance | 6 |
| UME2315 | Strategic Planning | 6 |
| UME2145 | Methods of research for process analysis | 6 |
| UME2146 | Increased performance in public services: Emergency response systems | 6 |
| UME2147 | Image and marketing | 6 |
| UME2104 | NGO management | 6 |
| 1st YEAR/2nd semester | | |
| UME2249 | E-Governance and Sustainable Development | 6 |
| UME2250 | GIS for policy design | 6 |
| UME2251 | Statistics | 5 |
| UME2252 | Management of European Funds | 5 |
| UME2253 | Professional practice in public and private institutions | 3 |
| UME2254 | Urban development | 5 |
| UME2255 | Public-Private Partnership | 5 |
| 2nd YEAR/1st semester | | |
| UME2356 | Databases and Intelligent Systems (B.I.) | 5 |
| UME2332 | Public budgets | 5 |
| UME2357 | Human rights | 5 |
| UME2358 | Increasing performance in public services: Education | 5 |
| UME2359 | Conflict management | 5 |
| UME2360 | Project evaluation and management | 5 |
| UME2361 | Impact assessment | 5 |

| 2nd YEAR/2nd semester | | |
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| UME2462 | Performance measurement systems | 6 |
| UME2419 | Financial management in the public and non-profit sector | 6 |
| UME2463 | Applied research | 6 |
| UME2210 | Public and Nonprofit Integrity Systems (Ethics) | 6 |
| UME2464 | Public governance for increasing the quality of life | 6 |
| UME2430 | Contracts and public acquisition, public-private partnership | 6 |