

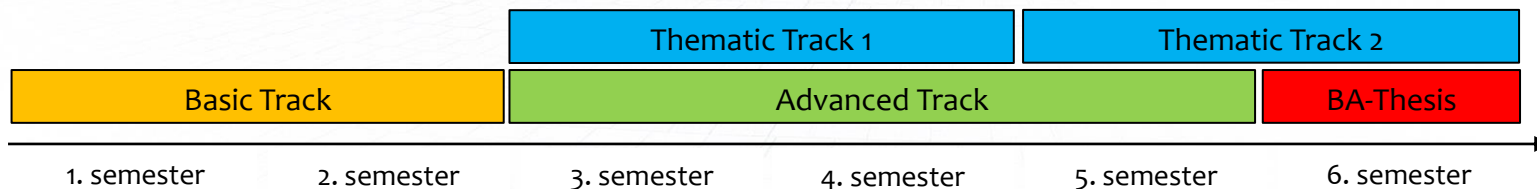
Digital Media, Culture and Communication (DMC²)

Why study DMC²?

- Focus on...
 - Digital media and its impact on society
 - Digital data/methods and their application
 - Technical understanding + ethical expertise
 - Thematic tracks as specialization opportunity
 - Interdisciplinary and internationally oriented

DMC² - Program structure

Track	Module	ECTS
Basic Track (40 ECTS)	Introduction to DMC ²	16
	Methods & Data Analysis I	8
	Media, AI & Digital Literacy	8
	Digital Media & Communication Practice	8
Advanced Track (32 ECTS)	Theory & Research Practice in Digital Media	12
	Methods & Data Analysis II	8
	Datafication	12
Thematic Track (36 ECTS - 2 out of 3)	Sustainability & Digital Health	18
	Digital Life & Cultures	18
	Digital Publics & Online Participation	18
BA-Thesis (12 ECTS)	Bachelor thesis	8
	Bachelor Colloquium	4



Basic Track – the core of DMC²

Track	Module	ECTS
Basic Track (40 ECTS)	Introduction to DMC ²	16
	Methods & Data Analysis I	8
	Media, AI & Digital Literacy	8
	Digital Media & Communication Practice	8

- Key theories and approaches
- Qualitative + quantitative methods
- Hands-on work in digital media production and communication
- Role of AI, impact of digital technologies, ethical, social and political implications

Advanced track – deepening your expertise

Track	Module	ECTS
Advanced Track (32 ECTS)	Theory & Research Practice in Digital Media	12
	Methods & Data Analysis II	8
	Datafication	12

- Hands-on experience of the research journey
- Focus on digital methods (qualitative + quantitative)
- Role of data in society
 - Digital marketing
 - Data ethics
 - Social media & Platformization

Thematic tracks – tailoring your learning experience

Track	Module	ECTS
Thematic Track (36 ECTS - 2 out of 3)	Sustainability & Digital Health	18
	Digital Life & Cultures	18
	Digital Publics & Online Participation	18

- Choice of 2 out of 3 thematic tracks
- Sustainability & Digital Health
 - Key topics: climate action, public health, digital sustainability campaigns, climate psychology, eHealth communication ethics
- Digital Life & Cultures
 - Key topics: Digital self-representation, online communities, algorithms, digital aesthetics
- Digital Publics & Online Participation
 - Key topics: Political participation, digital activism, strategic communication, civil society, and political discourse

Minor options – customizing your DMC² major

- Choose you Minor to complement your Major!

MINOR(S)
You can choose from many different MINORS, varying from 30 to 60 ECTS, for example:
<i>Social Transformations</i> (EN)
<i>Worlds of English</i> (EN)
<i>Management</i> (EN)
<i>Encounters in English</i> (EN)
<i>Digital Competences</i> (mostly DE, some EN)
<i>Gender Studies</i> (mostly DE, some EN)
<i>Intercultural/Transcultural Competences</i> (DE)
<i>Sustainable Development and Energy (NhEE)</i> (mostly DE, some EN)
<i>Writing Studies</i> (DE)
<i>Social Competence and Organizational Learning (SCOL)</i> (DE)
<i>Transdisciplinary Peace Studies</i> (DE)

Is this program for you?

- Yes, if...
 - ...you are curious about digital media and its impact on communication, society, culture
 - ...you are interested in the ethical, creative, analytical aspect of digital media, culture and communication
 - ...you envision a career in digital media, communication, data analysis, cultural analysis
 - ...you want a strong foundation for further studies

What do you need to enroll?

- Prerequisites:
 - No special entry requirements
 - Adherence to general entry requirements
 - General university entrance qualification (e.g., Matura; higher school certificate)
 - English proficiency level **B2**
 - General admission period: **September 5, 2025**
 - Further info: <https://www.aau.at/en/studien/bachelor-digital-media-culture-and-communication/#admission>

What can you do with a DMC² degree?

- Career opportunities:
 - Data science
 - Digital marketing
 - Social media management
 - (Digital) journalism
 - Media research
 - Corporate communication
 - Advertising
 - Market-/opinion research

Further studies

- Master's programs at the University of Klagenfurt:
 - Media and Convergence Management
 - Media, Communication, and Culture
 - Game Studies & Engineering
 - Creative Writing and Writing Cultures
 - Visual Culture
 - Applied Cultural Science and Transcultural Studies
 - Science, Technology & Society
 - International Management

Thank you for you interest in DMC²

- Questions?
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