

# STPO-I3M STUDY AND EXAMINATION REGULATIONS: M. A. INTERNATIONAL MARKETING AND MEDIA

Study and examination regulations of study programs awarding the degree of

## ***Master of Arts (M. A.) in International Marketing and Media Management***

by

MU – MEDIA UNIVERSITY OF APPLIED SCIENCES

*Last update:* 2024-06-08

## Table of Content

<b>I Preamble</b> .....	<b>3</b>
<b>II General Topics</b> .....	<b>3</b>
§ 1 Scope and Content.....	3
§ 2 Admittance Regulations.....	3
<b>III Study Achievements</b> .....	<b>4</b>
§ 3 Standard Study Period and Study Forms .....	4
§ 4 ECTS Credit Points .....	4
§ 5 [Internship – not applicable].....	4
<b>IV Concluding Provisions</b> .....	<b>5</b>
§ 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-I3M') for its study program '*International Marketing and Media Management*' ('*Internationales Marketing und Medienmanagement*', abbr. 'MA-I3M') 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 *International Marketing and Media Management* (StPO-I3M) 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 *International Marketing and Media Management*, 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 of Arts*'), 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 *International Marketing and Media Management* (MA-I3M) according to its extended consecutive profile, is defined as follows. To be eligible for an enrollment into the study program MA-I3M, a profession-oriented undergraduate degree (Bachelor, Diploma, Magister, State Examination, by a university of applied sciences, academy or university) in a *general* or *specialized economics* or *management* oriented discipline must have been achieved, e. g. in General Business Administration, Media Economics, Media and Event Management etc.

- 2) Alternatively, the admittance requirements are met by an academic degree in a *social science*, provided that at least 20 of all ECTS credit points acquired stem from modules which convey management oriented knowledge and skills.

## 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 *International Marketing and Media Management* 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 *International Marketing and Media Management* 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 *International Marketing and Media Management* 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-I3M.
- 3) For all module examinations and for the concluding Master's examination of the study program *International Marketing and Media Management*, 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 MU apply.

### § 5 [Internship – not applicable]

## IV Concluding Provisions

### § 6 Inception

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