International Marketing and Media Management (M.A.) dual



Study program

Special features: The degree program combines business and communication theory, methods and practice and promotes operational and strategic competences by linking current research directly with business practice.

Competence objective: To enable students to carry out well-founded economic analyses and to to conceptualise and implement marketing, strategy and analysis processes in an empirical research and practical advisory function.

Target professions: Marketing in agencies, marketing departments or as a consultant, market research in institutes or as in-house market researchers, analyzing business processes as an analyst, business intelligence manager or management consultant.

Key facts

DEGREE

Master of Arts (M.A.)

DURATION

Full-time: 4 semesters

Part-time: variable

LOCATIONS

Berlin, Cologne, Frankfurt/Main

LANGUAGE

German (Cologne) or

English (Berlin, Frankfurt/Main)

TYPE

On-campus study with online studies

THE MEDIA UNIVERSITY

- State-recognized university
- Institutional accreditation
- by the German Council
 of Science and Humanities
- Program accreditation
- by the FIBAA

START

April (summer term)

October (winter term)

ADMISSION REQUIREMENTS

 Good degree in general or specialised economics (university/ university of applied sciences)

or

- Good degree in economics or social sciences (university/ university of applied sciences) and proof of at least 20 CP in
- economics subjects
- Interview and letter of motivation

TUITION FEES

dual: € 0 monthly

(the cooperating companies

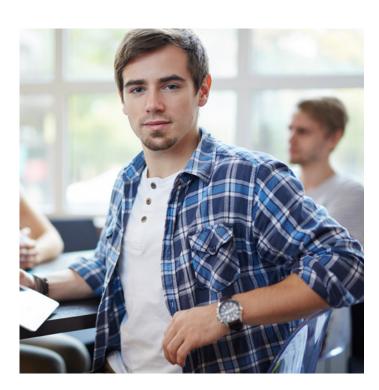
bear the monthly school fees

of € 850 and also pay a maintenance contribution.)

Admission fee of € 1.000,- (only

prospective students from non-EU/

non-Schengen area)



A boost of expert skills for your creative career



Locations

CAMPUS BERLIN

Tel +49 (0) 30 - 46 77 693 - 30

studienberatung-berlin@media-university.de

CAMPUS COLOGNE

Tel +49 (0) 221 – 222 139 – 33

studienberatung-koeln@media-university.de

CAMPUS FRANKFURT

Tel +49 (0) 69 - 50 50 253 - 96

studienberatung-frankfurt@media-university.de

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Studies and job

The Master's degree (M.A.) can be completed in four semesters in a dual practice-integrated program. "Dual-practice-integrated" means that the students work in a cooperating company. In addition to the teaching of theoretical knowledge, practical company projects are integrated into the degree program. Media University supports applicants in finding a partner company on the basis of its own network.

Key figures

WORKLOAD AND CP

WHT: Weekly hours per term

1 WHT: 1 lesson (à 45 min) per

lecture week

1CP: 30 hours workload

16 WEEKS lecture period

per semester

50 WHT throughout the entire study120 CP throughout the entire study

Subject Specific Competences

4 Foundational Modules: Marketing and Management

INTRODUCTION TO INTERNATIONAL MARKETING AND MEDIA MANAGEMENT

Media management basics, introduction to marketing, market and campaign analysis
→ 5 CP/4 WHT

INTEGRATED MARKETING COMMUNICATION

→ 10 CP/4 WHT

CONSUMER BEHAVIOR

Consumer culture and perception, brand management, decision-making, influencers and opinion leader > 5 CP/4 WHT

PRICE AND

SALES MANAGEMENT

Pricing strategy, distribution channels, management and organization of value creation → 5 CP/4 WHT

3 Advanced Modules: Media Management

MEDIA MANAGEMENT THEORY

Theoretical underpinnings, multidisciplinary research → 5 CP/4 WHT

MEDIA ECONOMICS

Media products/markets, econom. relevance, indicators, pricing policy, regulation, media studies → 10 CP/4 WHT

DIGITAL TRANSFORMATION

Change management, digital strategy, case studies research → 5 CP/3 WHT

3 Advanced Modules:
Marketing and Media Intelligence

METHODS, STATISTICS

Descriptive statistics, correlation, multivariate statistics, scaling, introduction to data visualization

→ 5 CP/4 WHT

MARKET RESEARCH

Methods of market research, data visualization tools and techniques → 5 CP/4 WHT

BUSINESS INTELLIGENCE, DATA SCIENCE

Data-driven management and research, data visualization and innovation

→ 5 CP/4 WHT

Dual Practice in Cooperation with the Company

COMPANY PROJECTS

Transfer projects in companies, mentored by university lecturers
→ 55 CP/10 WHT

Closing Module (4th term):

Final Examination

MASTER COLLOQUIUM AND THESIS

Identification and discussion of thesis topic, MA thesis

→ 15 CP/1 WHT







