

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

Media University
of Applied Sciences



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 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

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



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 study

120 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



Subject to change without notice. Status: 07 / 2024