

Public Relations and Digital Marketing ^(M.A.) dual

Media University
of Applied Sciences



Study program

Features: Europe's pioneering Master's program merges PR and digital marketing, with specializations in Corporate and Financial Communication, NGOs and Foundations, and Public Administration and Political Communication. It equips students with essential skills through courses in rhetoric, presentation, viral campaigns, camera training, etc.

Learning outcomes: Prepare for global communication roles in management, public relations, and marketing. Gain advanced cross-media competencies for modern communication departments.

Career options: Opportunities include PR or marketing management, strategic consultancy, press office roles, online communications, social media, content production, community management, and strategy.

Key facts

DEGREE

Master of Arts (M.A.)

START

April (summer term)

October (winter term)

DURATION

Full-time: 4 semesters

Part-time: variable

LOCATION

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

ADMISSION REQUIREMENTS

– Passing the university's internal selection procedure and a good degree in communication

science, media science or journalism studies (university/university of applied sciences)

or

– Good degree in economics or social sciences (university/university of applied sciences)

Applicants who do not have sufficient knowledge in the field of empirical

social and scientific research

methods take an

additional module on

empirical social research

in the first semester.

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

1 CP: 30 hours workload

16 WEEKS lecture period

per semester

50 WHT throughout the entire study

120 CP throughout the entire study

Subject Specific Competences

3 Methodology Modules ↙

MARKET RESEARCH

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

CONSUMER BEHAVIOR

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

APPLIED PR RESEARCH METHODS

PR research trends, communication controlling und evaluation, research project
→ 5 CP/3 WHT

4 Public Relations Modules ↙

PR THEORIES AND MODELS

PR, organizational and communications theories, society and strategy, ethics and law, internat./-cultural PR
→ 5 CP/4 WHT

PR COMMUNICATION FIELDS

Crisis communication, internal and change communication, media relations
→ 5 CP/4 WHT

STRATEGIC COMMUNICATION

Integrated communication management, communication programmes and campaigns, online communication
→ 10 CP/4 WHT

PR LABORATORY

Trainings and projects: writing, presentation, camera/editing skills for PR purposes
→ 5 CP/3 WHT

Dual Practice in Cooperation with the Company ↙

COMPANY PROJECTS

Transfer projects in companies, mentored by university lecturers
→ 55 CP / 11 WHT

3 Digital Marketing Modules ↙

INTRODUCTION TO DIGITAL MARKETING

Digital market analysis and development of marketing communication campaigns
→ 10 CP/4 WHT

ONLINE MARKETING COMMUNICATION

Online media marketing (display, video, social, search), advanced media planning
→ 5 CP/4 WHT

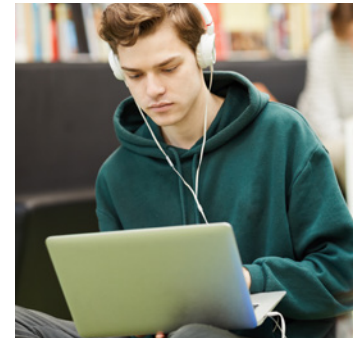
DIGITAL MARKETING LABORATORY

Trainings and projects: development of digital marketing communication campaigns
→ 5 CP/3 WHT

Closing Module (4th term): Final Examination ↙

MASTER COLLOQUIUM AND THESIS

Colloquium devoted to master subjects, writing of the MA-Thesis
→ 15 CP/2 WHT



Subject to change without notice. Status: 07/2024