

Our dual Master's degree programs at the Media University:

Communication Design
and Creative Strategies ^(M.A.) dual

Digital Journalism ^(M.A.) dual

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

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

Business Psychology ^(M.Sc.) dual

Communication Design and Creative Strategies (M.A.) dual

Media
University
of Applied Sciences



Study program

The Master program offers a boost in creativity, expert knowledge and strategic thinking. The program provides various research driven perspectives on Visual and Strategic Communication, Human Centered Design, Design Thinking, Persuasive Design, Brand Strategy, Innovation, Transformation and more.

You will learn to create beautiful, good and meaningful design. But our mission goes further. We help you to base your design decisions on expert knowledge to guide and communicate with clients and other designers.

You will be prepared to set up your own design business or work in design studios, advertising or media agencies, start-ups and consulting agencies – e.g. as an art director, UX designer or product manager.

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

– A good degree in design, fine arts or other studies with a creative focus

(university or university of applied sciences)

– A portfolio showing

graphic design work

– Interview

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

Communication Design and Creative Strategies (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
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

2 Foundational Modules ↙

- CRITICAL AND CREATIVE THINKING**
Design related cultural knowledge and social discourse, creative methods and tools
→ 5 CP/3 WHT
- DESIGN AND RESEARCH**
Empirical research, research design, research models of design, research through design
→ 5 CP/4 WHT



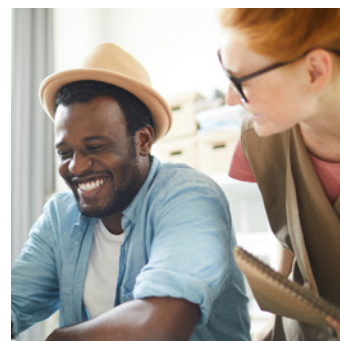
8 Advanced Modules: Media, Disciplines, Technique ↙

- VISUAL COMMUNICATION**
Multimodal interplay of image, graphics and language for clear and concise messages
→ 5 CP/4 WHT
- DESIGN THINKING**
The design process as a universal template for product and service development
→ 5 CP/4 WHT
- STRATEGIC COMMUNICATION**
Future-oriented marketing and advertisement strategies, identity-based communication processes
→ 5 CP/4 WHT
- BRAND STRATEGY**
Systemic, sustainable, and future-proof branding
→ 5 CP/4 WHT
- ACADEMIC DESIGN RESEARCH**
→ 5 CP/2 WHT
- HUMAN CENTERED DESIGN**
Cross media and human-oriented design projects: concepts, production, presentation
→ 5 CP/4 WHT
- PERSUASION AND ENGAGEMENT**
Advanced techniques and strategies for initiating behaviour change
→ 5 CP/4 WHT
- INNOVATION AND TRANSFORMATION**
Anticipating new forms of living with future studies and speculative design
→ 5 CP/3 WHT



Dual Practice in Cooperation with the Company ↙

- COMPANY PROJECTS**
Transfer projects in companies, mentored by university lecturers
→ 55 CP/12 WHT
- Closing Module (4th term): Final Examination** ↙
- MASTER COLLOQUIUM AND THESIS**
Colloquium devoted to master subjects, creation of the MA-Thesis
→ 15 CP/2 WHT



Subject to change without notice. Status: 07/2024



Study program

Features:

Technical focus: digital production tools and communication channels
Complementary subjects: culture/entertainment and business/politics
Didactics: theories and trends of converging digital content production practical projects!

Learning outcomes: Mastery of the professional standards of digital journalism, cross-media development of print, audio/video, online/ social media content

Career options: Journalist, publicist, speaker, editor, PR officer, communication and media scientist, content curator, community/social media manager, head of communication, media consultant

Key facts



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DURATION

Full-time: 4 semesters

Part-time: variable

TYPE

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with online studies

LOCATIONS

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START

April (summer term)

October (winter term)

ADMISSION REQUIREMENTS

– Good degree in one of the following subject areas (university or university of applied sciences): Journalism, languages, communication, media, economics, social sciences, cultural studies
– Internal selection procedure at the university

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)



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Studies and job

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Subject Specific Competences

5 Foundational Modules ↙

MEDIA SYSTEM AND MEDIA ETHICS
→ 5 CP/3 WHT

JOURNALISTIC RESEARCH
Research techniques
→ 5 CP/4 WHT

JOURNALISTIC WRITING
Writing styles, journalistic genres
→ 5 CP/4 WHT

JOURNALISM RESEARCH
→ 5 CP/4 WHT

MEDIA THEORIES IN THE DIGITAL AGE
Crossmedia and intermedial publishing practice
→ 5 CP/3 WHT

5 Advanced Modules: Media, Disciplines, Techniques ↙

THEORIES AND CONCEPTS OF CULTURE
Culture, culture theory and concepts in journalism
→ 5 CP/3 WHT

PRODUCTION OF AUDIOVISUAL FORMATS
→ 5 CP/4 WHT

CONVERGENCE OF JOURNALISTIC MEDIA
→ 5 CP/3 WHT

POLITICS
Political theories, political dimensions of journalism
→ 5 CP/3 WHT

ECONOMY
Economics and economical dimensions of journalism
→ 5 CP/3 WHT

Dual Practice in Cooperation with the Company ↙

COMPANY PROJECTS
Transfer projects in companies, mentored by academic lecturers
→ 55 CP/14 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



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.

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Part-time: variable

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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

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of € 850 and also pay a

maintenance contribution.)

Admission fee of € 1.000,- (only

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



Studies and job

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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

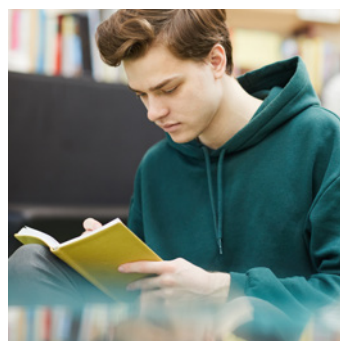
BUSINESS INTELLIGENCE, DATA SCIENCE
Data-driven management and research, data visualization and innovation
→ 5 CP/4 WHT

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

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

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TYPE

On-campus study

with online studies

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– Program accreditation

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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

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



Studies and job

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Key figures ↙

WORKLOAD AND CP

WHT: Weekly hours per term

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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 ↙

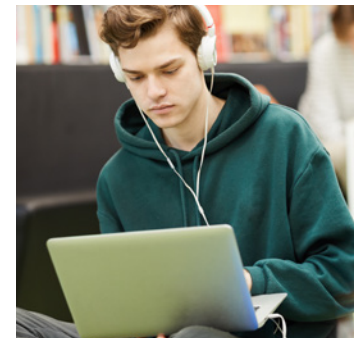
INTRODUCTION TO DIGITAL MARKETING
Digital market analysis and development of marketing communication campaigns
→ 10 CP/4 WHT

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

Business Psychology (M.Sc.) dual

Media
University
of Applied Sciences



Study program

Features: Specializing in the theory and practice of business psychology, with a non-clinical, analytical and consultancy oriented perspective that is highly relevant for the job market

Learning outcomes: Ability to analyze and solve issues related to human resources, industrial, organizational and other business related processes from a business psychology standpoint, within a research or practitioner/consultancy context

Career options: Business psychologist, business psychology consultant, Recruiter, HR/People Expert, Market Researcher, User Experience and Social Media Designer, Organizational/HR-Developer, Coach, Consultant

Key facts

DEGREE

Master of Science (M.Sc.)

START

April (summer term)

October (winter term)

DURATION

Full-time: 4 semesters

Part-time: variable

LANGUAGE

German (Cologne) or

English (Berlin,

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TYPE

On-campus study

with online studies

THE MEDIA UNIVERSITY

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of Science and Humanities

– Program accreditation

by the FIBAA

LOCATIONS

Berlin, Cologne, Frankfurt/Main

ADMISSION REQUIREMENTS

– Good degree in general psychology or in a specialised area of psychology (university or university of applied sciences)

or

– Good degree in another study program of economical or social science (university or university of applied sciences), with at least 20 credit points acquired in psychology related subjects and at least 10 credit

points acquired in statistical/methodological subjects

– Successful interview and letter of motivation

TUITION FEES

Full-time: € 850,- monthly

Part-time: Price on request

Admission fee of € 1.000,-

(only prospective students from non-EU/non-Schengen area)



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Studies and job

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WORKLOAD AND CP

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120 CP throughout the entire study

Subject Specific Competences

5 Foundational Modules ↙

BUSINESS ANTHROPOLOGY
 Qualitative research methodology, ethnography, cultural psychology
 → 5 CP/4 WHT

ADVANCED STATISTICS
 Matrix algebra, multivariate statistics, scaling
 → 5 CP/3 WHT

RECENT TRENDS IN ORGANIZATIONAL PSYCHOLOGY
 Organizational culture, development, change management, intercultural cooperation
 → 5 CP/3 WHT

OCCUPATIONAL HEALTH MANAGEMENT
 Occupational health, safety, mental and physical well-being
 → 5 CP/3 WHT

DECISION MAKING AND BEHAVIORAL FINANCE
 Psychology of decision making, game theory, human behavior and markets
 → 5 CP/3 WHT

5 Advanced Modules ↙

MARKETING AND MODERN MARKET RESEARCH
 Sales and advertising psychology, customer relationship management
 → 5 CP/3 WHT

USER EXPERIENCE AND NEW MEDIA
 Usability, human-factors engineering, interaction design for new media
 → 5 CP/4 WHT

INNOVATION AND ENTREPRENEURSHIP
 Consulting skills, entrepreneurship, innovations, business acumen
 → 5 CP/3 WHT

HUMAN AND ORGANIZATIONAL RESOURCES MANAGEMENT
 Selection, recruiting, competence management, training and development, outplacement
 → 5 CP/4 WHT

SOCIAL STRATEGIES AND TRANSFORMATION
 Environmental psychology, sustainable organizations and organizational development, strategies of social and organizational transformation, environmental communication
 → 5 CP/3 WHT

Dual Practice in Cooperation with the Company ↙

COMPANY PROJECTS
 Transfer projects in companies, mentored by university lecturers
 → 55 CP/14 WHT



Closing Module (4th term): Final Examination ↙

MASTER COLLOQUIUM AND THESIS
 Colloquium devoted to master subjects, writing of the MA-Thesis
 → 15 CP/3 WHT

