



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

DEGREE

Master of Arts (M.A.)

DURATION

Full-time: 4 semesters

Part-time: variable

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)

LOCATIONS

Berlin, Cologne, Frankfurt/Main

ADMISSION REQUIREMENTS

– Good degree in one of the following subject areas (university/ university of applied sciences):

journalism, languages, communication, media, economics, social and cultural sciences

– Internal selection procedure

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)



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





Comprehensive Competences 3 of 8 Compulsory Elective Modules (15% of all CPs)

Basics

EMPIRICAL SOCIAL RESEARCH
Qualitative and quantitative research basics, online and offline methods, empirical tools and application
→ 5 CP/3 WHT

LAW AND THE MEDIA
Copyright, DRM, privacy and other ethical and legal issues
→ 5 CP/3 WHT

BUSINESS ENGLISH
Commercial correspondence, discussions, presentation and moderation in business environments
→ 5 CP/3 WHT



Technology

CONVERGING TECHNOLOGICAL TRENDS
Convergence, ubiquitous pervasive computing etc.
→ 5 CP/3 WHT

MEDIA PRODUCTION
AV and cross media conception, planning, production, postproduction
→ 5 CP/3 WHT

GAMIFICATION AND GAMES FOR ORGANIZATIONS
Gamified methods to facilitate learning, innovation and entrepreneurship
→ 5 CP/3 WHT



Human Factors

INTERCULTURAL LEADERSHIP TECHNIQUES
Managerial capabilities in a globalized world
→ 5 CP/3 WHT

MEDIA PSYCHOLOGY
Psychological basics of media production and consumption
→ 5 CP/3 WHT



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

60 WHT throughout the entire study
120 CP throughout the entire study

Subject Specific Competences (85% of all CPs)

6 Foundational Modules

MEDIA SYSTEM AND MEDIA ETHICS
→ 5 CP/3 WHT

JOURNALISM RESEARCH
→ 5 CP/4 WHT

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

JOURNALISTIC RESEARCH
Research techniques
→ 5 CP/4 WHT

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

CROSSMEDIA AND DIGITAL STORYTELLING
Attention getting, story telling, arc of tensions etc.
→ 5 CP/3 WHT



6 Advanced Modules

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

CULTURE AND ENTERTAINMENT
Culture, media, entertainment industry and journalism
→ 5 CP/3 WHT

2 Advanced Project Modules Complementary subjects

JOURNALISM LAB: MAJOR
→ 10 CP/6 WHT

JOURNALISM LAB: MINOR
→ 5 CP/3 WHT



Final Examination (4th term) Closing Module

MASTER COLLOQUIUM AND THESIS
Colloquium devoted to master subjects, writing of the MA-Thesis
→ 30 CP/2 WHT

