

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

Media  
University  
of Applied Sciences



## Study program

**Features:** Specializing in theory and practice of marketing and media management, with an analytical and consultancy oriented perspective that is highly relevant for the job market

**Learning outcomes:** Ability to analyze and solve issues related to industrial, organizational and managerial processes from a marketing and media management standpoint, within a research or practitioner/consultancy context

**Career options:** Media consultant, marketing manager, brand manager, media analyst, business analyst, market researcher, business development 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

– 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

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

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## 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)

### 5 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

**DIGITAL MARKETING LABORATORY**  
Training and applied projects, development of digital marketing communication campaigns  
→ 5 CP/3 WHT



### 4 Advanced Modules: Media Management

**MEDIA MANAGEMENT THEORY**  
Theoretical underpinnings, multidisciplinary research  
→ 5 CP/4 WHT

**EMERGING MEDIA MARKETS**  
Management of novelty and innovation - economic, social, technological, and regional case studies  
→ 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

**ENTREPRENEURSHIP**  
→ 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



### Closing Module (4th term): Final Examination

**MASTER COLLOQUIUM AND THESIS**  
Identification and discussion of thesis topic, MA thesis  
→ 30 CP/2 WHT

