Public Relations and Digital Marketing (M.A.)



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.



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

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 Institutional accreditation
by the German Council
of Science and Humanities
– Program accreditation
by the FIBAA



START April (summer term)

October (winter term)

ADMISSION REQUIREMENTS

Passing the university's internal selection procedure and a good

degree in communication science, media science or journalism studies (univ./univ. of applied sciences)

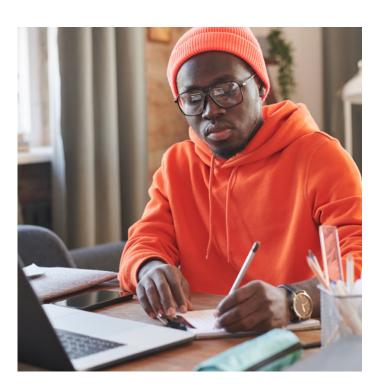
or

- Good degree in economics or social sciences (univ./univ.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 1st semester.

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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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	

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

Public Relations and Digital Marketing (M.A.)



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

Technology

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 3 5 CP/3 WHT

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

CONVERGING TECHNOLOGICAL TRENDS Convergence, ubiquitous pervasive computing etc. \rightarrow 5 cP/3 WHT

MEDIA PRODUCTION AV and cross media conception, planning, production, postproduction \Rightarrow 5 cP/3 WHT

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

Human Factors

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

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 1 CP: 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)

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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, decisionmaking, influencers, opinion leaders → 5 CP/4 WHT

APPLIED PR RESEARCH METHODS PR research trends, communication controlling und evaluation, research project → 5 CP/3 WHT 6 Public Relations Modules

PR THEORIES AND MODELS PR, organizational and communications theories, society and strategy, ethics and law, international/ cultural PR → 5 CP/4 WHT

PR COMMUNICATION FIELDS Crisis communication, internal and change communication, media relations

→ 5 CP/4 WHT

NEW TRENDS AND RESEARCH IN PR New PR theories, research trends, big data, social media → 5 CP/4 WHT

STRATEGIC COMMUNICATION Integrated communication management, communication programms and campaigns, online communication → 10 CP/4 WHT

APPLIED STRATEGIC COMMUNICATION Corporate communication, civil society organizations, public sector organizations, project/pitch \rightarrow 5 CP/4 WHT

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

4 Digital Marketing Modules

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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

SOCIAL MEDIA MARKETING Theories, methods, Instruments and evaluation of social media marketing > 5 CP/4 WHT

DIGITAL MARKETING LAB 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 → 30 CP/2 WHT







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