

Public Relations and Digital Marketing (M.A.)

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.)

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

– 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)



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
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)

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



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

APPLIED STRATEGIC COMMUNICATION
Corporate communication, civil society organizations, public sector organizations, project/pitch
→ 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

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



Subject to change without notice. Status: 07 / 2024