

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: € 890,- 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, influencers and opinion leader, decision-making
→ 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, economic 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



Subject to change without notice. Status: 10/2024