# Public Relations and Digital Marketing (M. A.)



### **Overview**

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. Equips students with essential skills through courses in camera training, presentation, rhetoric, and viral campaigns.

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.

## Shortly



Master of Arts (M.A.)

#### **DURATION**

Full-time: 4 semesters
Part-time: 6 semesters

#### LANGUAGE

**English or German** 

#### 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

- Very good degree in one of the
   areas mentioned (university or
   university of applied sciences)
- Successful interview and letter of motivation

#### **TUITION FEES**

Full-time: € 850,- monthly

Part-time: Price on request

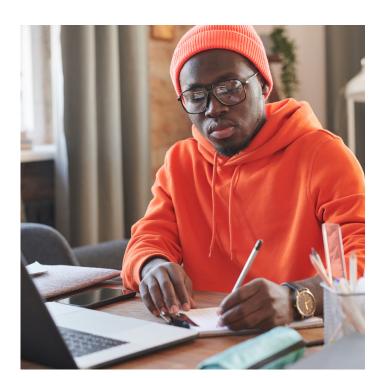
Admission fee of € 1.000,-

(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

# **Public Relations** and Digital Marketing (M. A.)



#### Interdisciplinary competencies (3 of 8 elective modules)

**BUSINESS ENGLISH** 

LAW AND THE MEDIA

ethical-juristic issues

→ 6 CP / 4 WHT

→ 6 CP / 4 WHT

Copyright, DRM, privacy and

Basics

Commercial correspondence, presentation and moderation → 6 CP / 4 WHT

→ 6 CP / 4 WHT

distribution etc.

Technology

TECHNOLOGICAL TRENDS

**EMPIRICAL SOCIAL RESEARCH** Quantitative and qualitative methods, conception and implementation of empirical social research

CONVERGING

Convergence of communication, computing, and broadcasting technologies → 6 CP / 4 WHT

MEDIA ASSET MANAGEMENT

Organisation of data/documents:

formats, versioning, searching,

**MEDIA PRODUCTION** 

Introduction to the most important techniques of creative and professional media production → 6 CP / 4 WHT

**Public Relations and Marketing** 

PR THEORIES AND MODELS

PR theories, organizational and

international/intercultural PR

PR COMMUNICATION FIELDS

and strategy, ethics & law,

Crisis communication,

change communication,

6 CP / 5 WHT

internal and

media relations

6 CP / 4 WHT

**NEW TRENDS AND** 

New PR theories, research

trends, Big Data, Social Media

**RESEARCH IN PR** 

5 CP / 4 WHT

communications theories, society

**Human Factors** 

INTERCULTURAL LEADERSHIP TECHNIQUES Managerial capabilities in a alobalized world

→ 6 CP / 4 WHT

**MEDIA PSYCHOLOGY** Psychological foundations of media

consumption → 6 CP / 4 WHT

# Key figures

WHT: weekly hours per term

1 WHT: 1 lesson (à 45 min) per

semester week **WORKLOAD AND CP** 

16 weeks lecture period per semester

73 WHT total

30 Credit Points (CP) per semester

120 CP total

30 Workload Hours (1 WL of 60 min)

#### Subject-specific competencies

5 Methodology modules (3 of 5 elective modules)

MARKET RESEARCH

(6 modules)

(3 of 4 modules)

INTRODUCTION TO **DIGITAL MARKETING** 

Digital Marketing modules

Digital market analysis and development of marketing communication campaigns 6CP/5WHT

ONLINE MARKETING COMMUNICATION

Online media marketing (display, video, social, search), advanced media planning

6 CP / 5 WHT

SOCIAL MEDIA MARKETING Introduction to 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) 1 foundational modules

**MASTER COLLOQUIUM AND THESIS** 

Colloquium devoted to master subjects, writing of the MA-Thesis 30 CP / 2 WHT

MARKETING AND MODERN MARKET RESEARCH

Methods of market research, data

visualization tools and techniques

Sales & Advertising Psychology, Costumer Relationship Management

9 CP / 7 WHT

6 CP / 5 WHT

CONSUMER BEHAVIOR

Consumer culture and perception, brand management, decisionmaking, influencers, opinion leaders

6 CP / 4 WHT

**DECISION MAKING AND** BEHAVIORAL FINANCE

Psychology of decision making, game theory, human behavior and markets → 6 CP /5 WHT

APPLIED PR **RESEARCH METHODS** 

PR research trends, communication controlling und evaluation, research project > 5 CP /4 WHT

STRATEGIC COMMUNICATION

Integrated communication management, communication programs and campaigns, online communication

5 CP / 4 WHT

**APPLIED STRATEGIC** COMMUNICATION

Corporate communication, civil society organisations, public sector organisations, project/pitch

5 CP / 4 WHT

**PRLAB** 

Trainings and projects: writing, presentation, camera/ editing skills for PR purposes 6 CP / 5 WHT

