

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

Media University  
of Applied Sciences



## 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



### DEGREE

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)

Basics	Technology	Human Factors	Key figures
<b>BUSINESS ENGLISH</b> Commercial correspondence, presentation and moderation → 6 CP / 4 WHT	<b>MEDIA ASSET MANAGEMENT</b> Organisation of data/documents: formats, versioning, searching, distribution etc. → 6 CP / 4 WHT	<b>INTERCULTURAL LEADERSHIP TECHNIQUES</b> Managerial capabilities in a globalized world → 6 CP / 4 WHT	<b>WHT:</b> weekly hours per term <b>1 WHT:</b> 1 lesson (à 45 min) per semester week <b>WORKLOAD AND CP</b> 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) per CP
<b>LAW AND THE MEDIA</b> Copyright, DRM, privacy and ethical-juristic issues → 6 CP / 4 WHT	<b>CONVERGING TECHNOLOGICAL TRENDS</b> Convergence of communication, computing, and broadcasting technologies → 6 CP / 4 WHT	<b>MEDIA PSYCHOLOGY</b> Psychological foundations of media consumption → 6 CP / 4 WHT	
<b>EMPIRICAL SOCIAL RESEARCH</b> Quantitative and qualitative methods, conception and implementation of empirical social research → 6 CP / 4 WHT	<b>MEDIA PRODUCTION</b> Introduction to the most important techniques of creative and professional media production → 6 CP / 4 WHT		

## Subject-specific competencies

5 Methodology modules (3 of 5 elective modules)	Public Relations and Marketing (6 modules)	Digital Marketing modules (3 of 4 modules)	Closing module (4th term) 1 foundational modules
<b>MARKET RESEARCH</b> Methods of market research, data visualization tools and techniques → 6 CP / 5 WHT	<b>PR THEORIES AND MODELS</b> PR theories, organizational and communications theories, society and strategy, ethics & law, international/intercultural PR → 6 CP / 5 WHT	<b>INTRODUCTION TO DIGITAL MARKETING</b> Digital market analysis and development of marketing communication campaigns → 6 CP / 5 WHT	<b>MASTER COLLOQUIUM AND THESIS</b> Colloquium devoted to master subjects, writing of the MA-Thesis → 30 CP / 2 WHT
<b>MARKETING AND MODERN MARKET RESEARCH</b> Sales & Advertising Psychology, Customer Relationship Management → 9 CP / 7 WHT	<b>PR COMMUNICATION FIELDS</b> Crisis communication, internal and change communication, media relations → 6 CP / 4 WHT	<b>ONLINE MARKETING COMMUNICATION</b> Online media marketing (display, video, social, search), advanced media planning → 6 CP / 5 WHT	
<b>CONSUMER BEHAVIOR</b> Consumer culture and perception, brand management, decision-making, influencers, opinion leaders → 6 CP / 4 WHT	<b>NEW TRENDS AND RESEARCH IN PR</b> New PR theories, research trends, Big Data, Social Media → 5 CP / 4 WHT	<b>SOCIAL MEDIA MARKETING</b> Introduction to social media marketing → 5 CP / 4 WHT	
<b>DECISION MAKING AND BEHAVIORAL FINANCE</b> Psychology of decision making, game theory, human behavior and markets → 6 CP / 5 WHT	<b>STRATEGIC COMMUNICATION</b> Integrated communication management, communication programs and campaigns, online communication → 5 CP / 4 WHT	<b>DIGITAL MARKETING LAB</b> Trainings and projects: development of digital marketing communication campaigns → 5 CP / 3 WHT	
<b>APPLIED PR RESEARCH METHODS</b> PR research trends, communication controlling and evaluation, research project → 5 CP / 4 WHT	<b>APPLIED STRATEGIC COMMUNICATION</b> Corporate communication, civil society organisations, public sector organisations, project/pitch → 5 CP / 4 WHT		
	<b>PR LAB</b> Trainings and projects: writing, presentation, camera/editing skills for PR purposes → 6 CP / 5 WHT		



Änderungen vorbehalten. Stand: 05/2024