



# M.A. International Marketing and Media Management

For more information and how to apply, visit:  
[www.hmkw.de](http://www.hmkw.de)

- Private university
- State-approved
- Accredited by FIBAA and the German Council of Science and Humanities

Start	summer (April) and winter term (October)
Locations	Berlin, Cologne, Frankfurt/Main
Language	English or German
Type	Full-time or part-time
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)
Duration	Full-time: 4 semesters Part-time: 6 semesters

*Applications accepted at any time*

## Overview

- **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
- **Language:** English (Berlin and Frankfurt/Main) or German (Cologne)
- **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

## Target Group

- **Applicants:** Graduates of general or specialized business administration, communication studies programs or other related social sciences
- **Career options:** Media consultant, marketing manager, brand manager, media analyst, business analyst, market researcher, business development manager

## Admission Requirements

- Very good degree in general business administration, specialized area of business administration or communication studies programs (university or university of applied sciences)
- or
- Very good degree in another economic or social science (university or university of applied sciences) with at least 20 credit points acquired in management related subject
- Successful interview and letter of motivation

## General modules

### Elective subjects:

- Electives on Convergent Technological Trends, Media Law, Media Production, Intercultural Management Skills, Media Psychology, Business English, Gamification and Games for Organizations etc.

## Subject-specific modules

- Classical Marketing Communication
- Online Marketing Communication
- Consumer Behavior
- Price and Sales Management
- Market Research
- Media Management & Economics
- Emerging Media Markets
- Digital Transformation



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## Subject-specific competences

### Marketing & Management Basics

<b>I3M</b>	<b>Introduction into International Marketing and Media Management</b> Media management basics, introduction into marketing, market and campaign analysis, research retreat
<b>CMC</b>	<b>Classical Marketing Communication</b> Mass media marketing (TV, Print, Radio, OOH), media planning basics
<b>OMC</b>	<b>Online Marketing Communication</b> Online media marketing (Display, Video, Social, Search), advanced media planning
<b>CB</b>	<b>Consumer Behavior</b> Consumer culture; brand management; consumer perception and decision-making; influencer relationship and opinion leadership
<b>PSM</b>	<b>Price and Sales Management</b> Pricing strategy; distribution channels and organisation, management and organisation of value creation

### Media Management

<b>MMT</b>	<b>Media Management Theory</b> Theoretical underpinnings; multidisciplinary research; research retreat
<b>EMM</b>	<b>Emerging Media Markets</b> Management of novelty and innovation – economic, social, technological, and regional case studies
<b>ME</b>	<b>Media Economics</b> Media products and markets, economic relevance and indicators, pricing, regulation, comparative media studies
<b>DT</b>	<b>Digital Transformation</b> Management of change; digital strategy; case studies research



# M.A. International Marketing and Media Management

## Marketing and Media Intelligence

### **MS    Methods, Statistics**

Descriptive statistics, correlation, multivariate statistics, scaling, introduction to data visualisation, research retreat

### **MR    Market Research**

Methods of market research, data visualisation tools and techniques

### **BI    Business Intelligence, Data Science and Data Visualisation**

Data-driven management and research; data visualisation & innovation

## 1 closing module

### **MTh    Master Colloquium and Thesis**

Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)



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## Interdisciplinary competencies (3 of 8 elective modules)

### Basics

**BusE Business English**

Commercial correspondence, presentation and moderation

**LawM Law and the Media**

Copyright, DRM, privacy and ethical-juristic issues

**GO Gamification and Games for Organizations**

Gamification techniques to facilitate learning, innovation and entrepreneurship

### Technology

**MAM Media Asset Management**

Organisation of data/documents: formats, versioning, searching, distribution etc.

**CTT Converging Technological Trends**

Convergence of communication, computing, and broadcasting technologies

**MPro Media Production**

Introduction to the most important techniques of creative and professional media production

### Human Factors

**IntLT Intercultural Leadership Techniques**

Managerial capabilities in a globalized world

**MPsy Media Psychology**

Psychological foundations of media consumption

### Methodological basics

**ESR Empirical Social Research**

Quantitative and qualitative methods, conception and implementation of empirical social research



# M.A. International Marketing and Media Management

WHT = weekly hours per term  
1 WHT = 1 lesson (à 45 min) per semester week

## Key figures:

16 weeks lecture period per semester  
73 WHT total (18,25 WHT \* 4 semesters)  
30 Credit Points (CP) per semester  
120 CP total  
30 Workload Hours (1 WL of 60 min) per CP

## Module chronology

			1. year			2. year								
			1. semester Winter 2020/21			2. semester Summer 2021			3. semester Winter 2021/22			4. semester Summer 2022		
			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Comprehensive modules														
1	BusE	Business English	One of these modules must be chosen in the 1., 2. and 3. semester, resp.											
2	LawM	Law and the Media												
3	MAM	Media Asset Management												
4	CTT	Converging Technological Trends												
5	MedP	Media Production												
6	IntLT	Intercultural Leadership Techniques												
7	MPsy	Media Psychology												
8	ESR	Empirical Social Research												
Subtotal I			4	6	180	4	6	180	4	6	180			
Subject specific modules			WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Marketing & Management Basics														
1	IMM	Introduction to International Marketing and Media Management	5	6	180									
2	CMC	Classical Marketing Communication				5	6	180						
3	OMC	Online Marketing Communication				5	6	180						
4	CB	Consumer Behavior							4	6	180			
5	PSM	Price and Sales Management							4	6	180			
Subtotal			5	6	180	10	12	360	8	12	360			
Media Management														
6	MMT	Media Management Theory	5	6	180									
7	EMM	Emerging Media Markets				5	6	180						
8	MEc	Media Economics	5	6	180									
9	DTr	Digital Transformation							4	6	180			
Subtotal			10	12	360	5	6	180	4	6	180			
Marketing and Media Intelligence														
10	MSt	Methods, Statistics	5	6	180									
11	MR	Market Research				5	6	180						
12	BIDS	Business Intelligence, Data Science							4	6	180			
Subtotal			5	6	180	5	6	180	4	6	180			
1 further module														
13	MTh	Master Colloquium and Thesis										2	30	900
												2	30	900
Subtotal II			20	24	720	20	24	720	16	24	720	2	30	900
Total I+II			24	30	900	24	30	900	20	30	900	2	30	900



# M.A. International Marketing and Media Management -part-time-

WHT = weekly hours per term  
1 WHT = 1 lesson (à 45 min) per semester week

## Key figures:

16 weeks lecture period per semester  
73 WHT total (18,25 WHT \* 4 semesters)  
30 Credit Points (CP) per semester  
120 CP total  
30 Workload Hours (1 WL of 60 min) per CP

## Module chronology

		1. year			2. year			3. year		
		1. semester Summer 2020			2. semester Winter 2020/21			3. semester Summer 2021		
		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Comprehensive modules		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
1	<b>BusE</b> Business English				One of these modules must be chosen in the 1., 2. and 3. semester, resp.					
2	<b>LawM</b> Law and the Media									
3	<b>MAM</b> Media Asset Management									
4	<b>CTT</b> Converging Technological Trends	4	6	180	4	6	180	4	6	180
5	<b>MedP</b> Media Production									
6	<b>IntLT</b> Intercultural Leadership Techniques									
7	<b>MPsy</b> Media Psychology									
8	<b>ESR</b> Empirical Social Research									
Subtotal I		4	6	180	4	6	180	4	6	180
Subject specific modules		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Marketing & Management Basics		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
1	<b>IMM</b> Introduction to International Market.	5	6	180						
2	<b>CMC</b> Classical Marketing Communication				5	6	180			
3	<b>OMC</b> Online Marketing Communication				5	6	180			
4	<b>CB</b> Consumer Behavior							4	6	180
5	<b>PSM</b> Price and Sales Management							4	6	180
Subtotal		5	6	180	10	12	360	4	6	180
Media Management		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
6	<b>MMT</b> Media Management Theory	5	6	180						
7	<b>EMM</b> Emerging Media Markets							5	6	180
8	<b>MEc</b> Media Economics							5	6	180
9	<b>DTr</b> Digital Transformation							4	6	180
Subtotal		5	6	180				9	12	360
Marketing and Media Intelligence		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
10	<b>MSt</b> Methods, Statistics	5	6	180						
11	<b>MR</b> Market Research				5	6	180			
12	<b>BIDS</b> Business Intelligence, Data Science							4	6	180
Subtotal		5	6	180	5	6	180			
1 further module		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
13	<b>MTh</b> Master Colloquium and Thesis							1	15	450
Subtotal II		15	18	540	15	18	540	9	12	360
Total I+II		19	24	720	19	24	720	13	18	540