



Hochschule für Medien  
Kommunikation und Wirtschaft  
University of Applied Sciences

**H M K W**

# 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

<b>Start</b>	Summer (April) and winter term (October)
<b>Locations</b>	Berlin, Cologne, Frankfurt/Main
<b>Language</b>	English or German
<b>Type</b>	Full-time or part-time
<b>Tuition fees</b>	Full-time: € 695,- monthly, Part-time: Price on request Admission fee of € 980,- (only prospective students from non-EU/non-Schengen area)
<b>Duration</b>	Full-time: 4 semesters Part-time: according to prior agreement

*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 or good degree in general business administration, specialized area of business administration or communication studies programs (university or university of applied sciences)

*or*

Very good or good degree in another economic or social science (university or university of applied sciences) with at least 20 credit points acquired in economy or management related subject

**and**

Successful interview and letter of motivation

**Campus Berlin**

| Fon +49 (0)30 / 46 77 693-30 | [study-berlin@hmkw.de](mailto:study-berlin@hmkw.de)

**Campus Cologne**

| Fon +49 (0)221 / 222 139-33 | [study-cologne@hmkw.de](mailto:study-cologne@hmkw.de)

**Campus Frankfurt/Main**

| Fon +49 (0)69 / 50 50 253-93 | [study-frankfurt@hmkw.de](mailto:study-frankfurt@hmkw.de)

Subject to modifications!  
Last update: 17.10.2022

## Subject-specific competences

### Marketing & Management Basics

#### **I3M** Introduction into International Marketing and Media Management

Media management basics, introduction into marketing, market and campaign analysis, research retreat

#### **CMC** Classical Marketing Communication

Mass media marketing (TV, Print, Radio, OOH), media planning basics

#### **OMC** Online Marketing Communication

Online media marketing (Display, Video, Social, Search), advanced media planning

#### **CB** Consumer Behavior

Consumer culture; brand management; consumer perception and decision-making; influencer relationship and opinion leadership

#### **PSM** Price and Sales Management

Pricing strategy; distribution channels and organisation, management and organisation of value creation

### Media Management

#### **MMT** Media Management Theory

Theoretical underpinnings; multidisciplinary research

#### **EMM** Emerging Media Markets

Management of novelty and innovation – economic, social, technological, and regional case studies

#### **ME** Media Economics

Media products and markets, economic relevance and indicators, pricing, regulation, comparative media studies

#### **DT** Digital Transformation

Management of change; digital strategy; case studies research

### 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

#### **BIDS** Business Intelligence, Data Science

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 9 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 that facilitate learning, innovation and entrepreneurship in applications and management methods

### 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 Foundations

#### **ESR** Empirical Social Research

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



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WHT = weekly hours per term

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

### Key figures:

16 weeks lecture period per semester

70 WHT total

30 ECTS-Credit Points (CP) per semester

120 CP total

30 Workload Hours (1 WL of 60 min) per CP

### Module chronology

COMPREHENSIVE MODULES	1. year				2. year				
	1. semester		2. semester		3. semester		4. semester		
	WHT	CP	WHT	CP	WHT	CP	WHT	CP	
1 <b>BusE</b> Business English									
2 <b>LawM</b> Law and the Media									
3 <b>GO</b> Gamification and Games for Organizations									
One of these modules must be chosen in the 1., 2. and 3. semester, resp.									
4 <b>MAM</b> Media Asset Management									
5 <b>CTT</b> Converging Technological Trends	4	6	4	6	4	6			
6 <b>MedP</b> Media Production									
7 <b>IntLT</b> Intercultural Leadership Techniques									
8 <b>MPSy</b> Media Psychology									
9 <b>ESR</b> Empirical Social Research									
<i>3 of 9 elective modules</i>		<b>Subtotal I</b>		4	6	4	6	4	6
SUBJECT SPECIFIC MODULES									
1 <b>IMM</b> Introduction to International Marketing and Media Management		5	6						
2 <b>CMC</b> Classical Marketing Communication				5	6				
3 <b>OMC</b> Online Marketing Communication				5	6				
4 <b>CB</b> Consumer Behavior						4	6		
5 <b>PSM</b> Price and Sales Management						4	6		
<b>Subtotal</b>		5	6	10	11	8	12		
6 <b>MMT</b> Media Management Theory		5	6						
7 <b>EMM</b> Emerging Media Markets				5	6				
8 <b>MEC</b> Media Economics		5	6						
9 <b>DTr</b> Digital Transformation						4	6		
<b>Subtotal</b>		10	12	5	6	4	6		
10 <b>MSi</b> Methods, Statistics		5	6						
11 <b>MR</b> Market Research				5	6				
12 <b>BIDS</b> Business Intelligence, Data Science and Visualisation						4	6		
<b>Subtotal</b>		5	6	5	6	4	6		
12 <b>MTh</b> Master Colloquium and Thesis								2	30
<b>Subtotal II</b>		20	24	20	22	16	26	2	30
<b>Total I+II</b>		24	30	24	28	20	32	2	30