



M.A. International Marketing and Media Management

For more information and how to apply, visit:
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: € 695,- monthly

Part-time: Price on request

Admission fee of € 980,- (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 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



M.A. International Marketing and Media Management

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; research retreat

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



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)



M.A. International Marketing and Media Management

Comprehensive competences (3 of 8 elective modules)

Basics

BusE Business English

Commercial correspondence, presentation and moderation

LawM Law and the Media

Copyright, DRM, privacy and other ethical-juristic issues

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

Qualitative and quantitative methods, descriptive and inferential statistics



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		One of these modules must be chosen in the 1., 2. and 3. semester, resp.											
1	BusE Business English												
2	LawM Law and the Media												
3	MAM Media Asset Management												
4	CTT Converging Technological Trends	4	6	180	4	6	180	4	6	180			
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
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			4. semester Winter 2021/22			5. semester Summer 2022			6. semester Winter 2022/23		
		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Comprehensive modules		One of these modules must be chosen in the 1., 2. and 3. semester, resp.																	
1	BusE Business English																		
2	LawM Law and the Media																		
3	MAM Media Asset Management																		
4	CTT Converging Technological Trends	4	6	180	4	6	180	4	6	180									
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	WHT	CP	WL	WHT	CP	WL
Marketing & Management Basics																			
1	IMM Introduction to International Market.	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	4	6	180	4	6	180						
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	5	6	180				5	6	180	9	12	360						
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													1	15	450	1	15	450
	Subtotal II	15	18	540	15	18	540	9	12	360	13	18	540	5	21	630	1	15	450
	Total I+II	19	24	720	19	24	720	13	18	540	13	18	540	5	21	630	1	15	450