



M.A. Public Relations and Digital Marketing

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 term (April), 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

About the program

- **Features:** The first international Master's program in Europe to combine PR and digital marketing and also a possibility of specializations in:
 - Corporate and financial communication
 - Non-governmental organizations, associations and foundations
 - Public administration and political communicationDevelops the skills needed for becoming a well-prepared practitioner with courses on camera training, presentation and rhetoric, viral communication campaigns etc.
- **Languages:** English (Berlin, Frankfurt) and German (Cologne)
- **Learning outcomes:** To be prepared for jobs in a global connected communication and information society environment (management, organization, public relations, marketing)
To master advanced cross-media skills for various tasks and job descriptions within a modern communication department (e.g. integrated corporate newsroom - text, image, sound, photography and content visualization)

For whom?

- **Candidates:** All graduates of a first degree (Bachelor etc.) in a communication-, media-, marketing-oriented subject or any other social science or humanities programme. Professional experience in communication jobs or internships is an asset.
- **Possible jobs:** PR or marketing manager, strategic PR consultant, press officer, online communications manager, social media manager, content/corporate publishing producer, community manager, content strategist.

Admission requirements

- University internal selection procedure
and
a very good degree in communication science or media studies (University or University of Applied Sciences)
or
a very good degree in economics or social science (University or College)

Applicants who cannot provide evidence or a certificate of previous knowledge in the field of empirical social science research methods must take the elective course Empirical Social Research (ESR) in the first semester.



M.A. Public Relations and Digital Marketing

Subject-specific competences

5 Methodology modules (3 of 5 elective modules)

MR	Market Research Methods of market research, data visualization tools and techniques
3MR	Marketing & Modern Market Research Sales & Advertising Psychology, Customer Relationship Management
CB	Consumer Behavior Consumer culture and perception, brand management, decision-making, influencers, opinion leaders
DMBF	Decision Making & Behavioral Finance Psychology of decision making, game theory, human behavior and markets
ARM	Applied PR Research Methods PR research trends, communication controlling und evaluation, research project

6 Public Relations and Marketing modules

PRTM	PR Theories & Models PR theories, organizational & communications theories, society & strategy, ethics & law, international/intercultural PR
PRCF	PR Communication Fields Crisis communication, internal and change communication, media relations
NTR	New Trends & Research in PR New PR theories, research trends, Big Data, Social Media
SCom	Strategic Communication Integrated communication management, communication programs and campaigns, online communication
ASC	Applied Strategic Communication Corporate communication, civil society organisations, public sector organisations, project/pitch
PRLab	PR Lab Trainings and projects: writing, presentation, camera/editing skills for PR purposes



M.A. Public Relations and Digital Marketing

4 Digital Marketing modules (3 of 4 modules)

IDM	Introduction to Digital Marketing Digital market analysis and development of marketing communication campaigns
OMC	Online Marketing Communication Online media marketing (display, video, social, search), advanced media planning
SMM	Social Media Marketing Introduction to social media marketing
DMLab	Digital Marketing Lab Trainings and projects: development of digital marketing communication campaigns

1 closing module

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



M.A. Public Relations and Digital Marketing

Comprehensive competencies (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. Public Relations and Digital Marketing

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															
Methodology															
1	MR	[[3M:] Market Research				5	6	180							
or	3MR	[WP:] Marketing & Modern Market Research				7	9	270							
2	CB	[[3M:] Consumer Behavior							4	6	180				
or	DMBF	[WP:] Decision Making & Behavioral Finance							5	6	180				
3	ARM	Applied PR Research Methods				4	5	150							
Subtotal						9	11	330	4	6	180				
Public Relations and Marketing															
4	PRTM	PR Theories & Models	5	6	180										
5	PRCF	PR Communication Fields	4	6	180										
6	NTR	New Trends & Research in PR							4	5	150				
7	SCom	Strategic Communication				4	5	150							
8	ASC	Applied Strategic Communication							4	5	150				
9	PRLab	PR Lab	5	6	180										
Subtotal			14	18	540	4	5	150	8	10	300				
Digital Marketing															
10	IDM	Introduction to Digital Marketing	5	6	180										
11	OMC	[[3M:] Online Marketing Communication				5	6	180							
12	SMM	Social Media Marketing							4	5	150				
13	DMLab	Digital Marketing Lab							3	5	150				
Subtotal			5	6	180	5	6	180	7	10	300				
1 further module															
14	MTh	Master Colloquium and Thesis										2	30	900	
Subtotal II			19	24	720	18	22	660	19	26	780	2	30	900	
Total I+II			23	30	900	22	28	840	23	32	960	2	30	900	



M.A. Public Relations and Digital Marketing *-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			2. semester			3. semester			4. semester			5. semester			6. semester				
		Winter 2020/21			Summer 2021			Winter 2021/22			Summer 2022			Winter 2022/23			Summer 2023				
		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 each of the first 3. semesters.																			
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				0	0		0	0			
Subject specific modules																					
Methodology																					
1	MR [I3M:] Market Research													5	6	180					
or	3MR [WP:] Marketing & Modern Market Research													7	9	270					
2	CB [I3M:] Consumer Behavior							4	6	180											
or	DMBF [WP:] Decision Making & Behavioral Finance							5	6	180											
3	ARM Applied PR Research Methods							4	5	150											
	Subtotal							8	11	330				5	6	180					
Public Relations and Marketing																					
4	PRTM PR Theories & Models	5	6	180																	
5	PRCF PR Communication Fields				4	6	180														
6	NTR New Trends & Research in PR												4	5	150						
7	SCom Strategic Communication				4	5	150														
8	ASC Applied Strategic Communication												4	5	150						
9	PRLab PR Lab	5	6	180																	
	Subtotal	10	12	360	8	11	330						8	10	300						
Digital Marketing																					
10	IDM Introduction to Digital Marketing	5	6	180																	
11	OMC [I3M:] Online Marketing Communication				5	6	180														
12	SMM Social Media Marketing							4	5	150											
13	DMLab Digital Marketing Lab												3	5	150						
	Subtotal	5	6	180	5	6	180	4	5	150			3	5	150						
1 further module																					
14	MTh Master Colloquium and Thesis															1	15	450	1	15	450
	Subtotal II	15	18	540	13	17	510	12	16	480			16	21	630	1	15	450	1	15	450
	Total I+II	19	24	720	17	23	690	16	22	660			16	21	630	1	15	450	1	15	450