



# M.A. Public Relations and Digital Marketing

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 term (April), 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*

## 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)

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

### 6 Public Relations and Marketing modules

<b>PRTM</b>	<b>PR Theories &amp; Models</b> PR theories, organizational & communications theories, society & strategy, ethics & law, international/intercultural PR
<b>PRCF</b>	<b>PR Communication Fields</b> Crisis communication, internal and change communication, media relations
<b>NTR</b>	<b>New Trends &amp; Research in PR</b> New PR theories, research trends, Big Data, Social Media
<b>SCom</b>	<b>Strategic Communication</b> Integrated communication management, communication programs and campaigns, online communication
<b>ASC</b>	<b>Applied Strategic Communication</b> Corporate communication, civil society organisations, public sector organisations, project/pitch
<b>PRLab</b>	<b>PR Lab</b> 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)

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

## 1 closing module

<b>MTh</b>	<b>Master Colloquium and Thesis</b> Colloquium devoted to master subjects, writing of the MA-Thesis (4th term)
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# M.A. Public Relations and Digital Marketing

## 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. 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

			<b>1. year</b>			<b>2. year</b>		
			1. semester Winter 2020/21			2. semester Summer 2021		
			WHT	CP	WL	WHT	CP	WL
						3. semester Winter 2021/22		
						WHT	CP	WL
						4. semester Summer 2022		
						WHT	CP	WL
<b>Comprehensive modules</b>								
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
5	<b>MedP</b>	Media Production				4	6	180
6	<b>IntLT</b>	Intercultural Leadership Techniques				4	6	180
7	<b>MPsy</b>	Media Psychology						
8	<b>ESR</b>	Empirical Social Research						
Subtotal I			4	6	180	4	6	180
<b>Subject specific modules</b>								
<b>Methodology</b>								
1	<b>MR</b>	[I3M:] Market Research				5	6	180
or	<b>3MR</b>	[WP:] Marketing & Modern Market Research				7	9	270
2	<b>CB</b>	[I3M:] Consumer Behavior				4	6	180
or	<b>DMBF</b>	[WP:] Decision Making & Behavioral Finance				5	6	180
3	<b>ARM</b>	Applied PR Research Methods				4	5	150
Subtotal						9	11	330
<b>Public Relations and Marketing</b>								
4	<b>PRTM</b>	PR Theories & Models	5	6	180			
5	<b>PRCF</b>	PR Communication Fields	4	6	180			
6	<b>NTR</b>	New Trends & Research in PR				4	5	150
7	<b>SCom</b>	Strategic Communication				4	5	150
8	<b>ASC</b>	Applied Strategic Communication				4	5	150
9	<b>PRLab</b>	PR Lab	5	6	180			
Subtotal			14	18	540	4	5	150
<b>Digital Marketing</b>								
10	<b>IDM</b>	Introduction to Digital Marketing	5	6	180			
11	<b>OMC</b>	[I3M:] Online Marketing Communication				5	6	180
12	<b>SMM</b>	Social Media Marketing				4	5	150
13	<b>DMLab</b>	Digital Marketing Lab				3	5	150
Subtotal			5	6	180	5	6	180
<b>1 further module</b>								
14	<b>MTh</b>	Master Colloquium and Thesis						
Subtotal II			19	24	720	18	22	660
Total I+II			23	30	900	22	28	840
			23	32	960	2	30	900



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## 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

		<b>1. year</b>			<b>2. year</b>			<b>3. year</b>		
		1. semester Winter 2020/21			2. semester Summer 2021			3. semester Winter 2021/22		
		WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
<b>Comprehensive modules</b>										
1	<b>BusE</b> Business English	One of these modules must be chosen in each of the first 3. semesters.								
2	<b>LawM</b> Law and the Media									
3	<b>MAM</b> Media Asset Management									
4	<b>CTT</b> Converging Technological Trends									
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
<b>Subject specific modules</b>										
<b>Methodology</b>										
1	<b>MR</b> [I3M:] Market Research							5	6	180
or	<b>3MR</b> [WP:] Marketing & Modern Market Research							7	9	270
2	<b>CB</b> [I3M:] Consumer Behavior				4	6	180			
or	<b>DMBF</b> [WP:] Decision Making & Behavioral Finance				5	6	180			
3	<b>ARM</b> Applied PR Research Methods				4	5	150			
Subtotal					8	11	330	5	6	180
<b>Public Relations and Marketing</b>										
4	<b>PRTM</b> PR Theories & Models	5	6	180						
5	<b>PRCF</b> PR Communication Fields				4	6	180			
6	<b>NTR</b> New Trends & Research in PR							4	5	150
7	<b>SCom</b> Strategic Communication				4	5	150			
8	<b>ASC</b> Applied Strategic Communication							4	5	150
9	<b>PRLab</b> PR Lab	5	6	180						
Subtotal		10	12	360	8	11	330	8	10	300
<b>Digital Marketing</b>										
10	<b>IDM</b> Introduction to Digital Marketing	5	6	180						
11	<b>OMC</b> [I3M:] Online Marketing Communication				5	6	180			
12	<b>SMM</b> Social Media Marketing							4	5	150
13	<b>DMLab</b> Digital Marketing Lab							3	5	150
Subtotal		5	6	180	5	6	180	4	5	150
<b>1 further module</b>										
14	<b>MTh</b> Master Colloquium and Thesis							1	15	450
Subtotal II		15	18	540	13	17	510	12	16	480
Total I+II		19	24	720	17	23	690	16	21	630
								1	15	450
								1	15	450