



Overview

Features:

- Technical focus: digital production tools and communication channels
- Topical focus: culture/entertainment and business/politics
- Didactics: theories and trends of converging digital content production – practical projects!

Learning outcomes: Mastery of the professional standards of digital journalism, cross-media development of print, audio/video, online/social media content

Career options: Journalist, publicist, speaker, editor, PR officer, communication and media scientist, content curator, community/social media manager, head of communication, media consultant

Shortly

DEGREE

Master of Arts (M.A.)

DURATION

Full-time: 4 semesters

Part-time: 6 semesters

LANGUAGE

English or German

TYPE

On-campus study
with online studies

THE MEDIA UNIVERSITY

- State-recognized university
- Institutional accreditation by the German Council of Science and Humanities
- Program accreditation by the FIBAA

START

April (summer term)

October (winter term)

LOCATIONS

Berlin, Cologne, Frankfurt/Main

ADMISSION REQUIREMENTS

- Very good degree in one of the areas mentioned (university or university of applied sciences)
- Successful interview and letter of motivation

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)



A boost of expert skills for your creative career

Locations

CAMPUS BERLIN

Tel +49 (0) 30 – 46 77 693 – 30

studienberatung-berlin@media-university.de

CAMPUS COLOGNE

Tel +49 (0) 221 – 222 139 – 33

studienberatung-koeln@media-university.de

CAMPUS FRANKFURT

Tel +49 (0) 69 – 50 50 253 – 96

studienberatung-frankfurt@media-university.de







Interdisciplinary competencies (3 of 8 elective modules)

Basics	Technology	Human Factors	Key figures
BUSINESS ENGLISH Commercial correspondence, presentation and moderation → 6 CP / 4 WHT	MEDIA ASSET MANAGEMENT Organisation of data/documents: formats, versioning, searching, distribution etc. → 6 CP / 4 WHT	INTERCULTURAL LEADERSHIP TECHNIQUES Managerial capabilities in a globalized world → 6 CP / 4 WHT	WHT: weekly hours per term 1 WHT: 1 lesson (à 45 min) per semester week WORKLOAD AND CP 16 weeks lecture period per semester 65 WHT total 30 Credit Points (CP) per semester 120 CP total 30 Workload Hours (1 WL of 60 min) per CP
LAW AND THE MEDIA Copyright, DRM, privacy and ethical-juristic issues → 6 CP / 4 WHT	CONVERGING TECHNOLOGICAL TRENDS Convergence of communication, computing, and broadcasting technologies → 6 CP / 4 WHT	MEDIA PSYCHOLOGY Psychological foundations of media consumption → 6 CP / 4 WHT	
EMPIRICAL SOCIAL RESEARCH Quantitative and qualitative methods, conception and implementation of empirical social research → 6 CP / 4 WHT	MEDIA PRODUCTION Introduction to the most important techniques of creative and professional media production → 6 CP / 4 WHT		

Subject-specific competencies

Basics 5 foundational modules	2 fields of specialization	Closing module (4th term) 1 foundational modules
MASS MEDIA Presence and future of professional journalism → 6 CP / 5 WHT	BUSINESS/POLITICS Scientific and journalistic basics of economics and politics: theory and practice on current topics → 6 CP / 4 WHT	CULTURE/ENTERTAINMENT Scientific and journalistic basics of culture and entertainment: theory and practice on current topics → 6 CP / 4 WHT
JOURNALISTIC WRITING Research techniques, writing styles, journalistic genres → 6 CP / 5 WHT		MASTER COLLOQUIUM AND THESIS Colloquium devoted to master subjects, writing of the MA-Thesis → 30 CP / 2 WHT
DIGITAL FORMATS AND STORYTELLING Attention getting, storytelling, arc of tension etc. → 6 CP / 5 WHT		
CROSSMEDIA, CURATION, EDITORIAL MANAGEMENT Interdepartmental workflow, quality control etc → 6 CP / 4 WHT		
CONVERGENCE OF JOURNALISTIC MEDIA Crossmedia and intermedial publishing practice → 6 CP / 5 WHT	