

International Marketing and Media Management (M. A.)

Media
University
of Applied Sciences



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

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

Career options: Media consultant, marketing manager, brand manager, media analyst, business analyst, market researcher, business development manager

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



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Interdisciplinary competencies (3 of 8 elective modules)

Basics

BUSINESS ENGLISH

Commercial correspondence, presentation and moderation
→ 6 CP / 4 WHT

LAW AND THE MEDIA

Copyright, DRM, privacy and ethical-juristic issues
→ 6 CP / 4 WHT

EMPIRICAL SOCIAL RESEARCH

Quantitative and qualitative methods, conception and implementation of empirical social research
→ 6 CP / 4 WHT



Technology

MEDIA ASSET MANAGEMENT

Organisation of data/documents: formats, versioning, searching, distribution etc.
→ 6 CP / 4 WHT

CONVERGING TECHNOLOGICAL TRENDS

Convergence of communication, computing, and broadcasting technologies
→ 6 CP / 4 WHT

MEDIA PRODUCTION

Introduction to the most important techniques of creative and professional media production
→ 6 CP / 4 WHT



Human Factors

INTERCULTURAL LEADERSHIP TECHNIQUES

Managerial capabilities in a globalized world
→ 6 CP / 4 WHT

MEDIA PSYCHOLOGY

Psychological foundations of media consumption
→ 6 CP / 4 WHT



Key figures

WHT: weekly hours per term

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

WORKLOAD AND CP

16 weeks lecture period

per semester

73 WHT total

30 Credit Points (CP) per semester

120 CP total

30 Workload Hours (1 WL of 60 min)

per CP

Subject-specific competencies

Marketing & Management Basics

INTRODUCTION INTO INTERNATIONAL MARKETING AND MEDIA MANAGEMENT

Media management basics, introduction into marketing, market and campaign analysis, research retreat
→ 6 CP / 5 WHT

CLASSICAL MARKETING COMMUNICATION

Mass media marketing (TV, Print, Radio, OOH), media planning basics
→ 6 CP / 5 WHT

ONLINE MARKETING COMMUNICATION

Online media marketing (Display, Video, Social, Search), advanced media planning
→ 6 CP / 5 WHT

CONSUMER BEHAVIOR

Consumer culture; brand management; consumer perception and decision-making; influencer relationship and opinion leadership
→ 6 CP / 4 WHT

PRICE AND SALES MANAGEMENT

Pricing strategy; distribution channels and organisation, management and organisation of value creation
→ 6 CP / 4 WHT



Media Management

MEDIA MANAGEMENT THEORY

Theoretical underpinnings; multidisciplinary research; research retreat
→ 6 CP / 5 WHT

EMERGING MEDIA MARKETS

Management of novelty and innovation – economic, social, technological, and regional case studies
→ 6 CP / 5 WHT

MEDIA ECONOMICS

Media products and markets, economic relevance and indicators, pricing, regulation, comparative media studies
→ 6 CP / 5 WHT

DIGITAL TRANSFORMATION

Management of change; digital strategy; case studies research
→ 6 CP / 4 WHT



Marketing and Media Intelligence

METHODS, STATISTICS

Descriptive statistics, correlation, multivariate statistics, scaling, introduction to data visualisation, research retreat
→ 6 CP / 5 WHT

MARKET RESEARCH

Methods of market research, data visualisation tools and techniques
→ 6 CP / 5 WHT

BUSINESS INTELLIGENCE, DATA SCIENCE AND DATA VISUALISATION

Data-driven management and research; data visualisation & innovation
→ 6 CP / 5 WHT

Closing module (4th term)

1 foundational modules

MASTER COLLOQUIUM AND THESIS

Colloquium devoted to master subjects, writing of the MA-Thesis
→ 30 CP / 2 WHT



Änderungen vorbehalten. Stand: 05/2024