



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W



M.A. International Marketing & Media Management

(English or German)

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M.A. International Marketing & Media Management

For more information and how to apply, visit:
www.hmkw.de

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: € 670,- monthly Part-time: € 449,- monthly
Duration	Full-time: 4 semesters Part-time: 6 semesters (If you have 210 ECTS, a reduction by one sem. may be granted)

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) or German (Cologne)
- **Learning outcomes:** Ability to analyse 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:

- Law and the Media, Media Asset Management, Intercultural Leadership Techniques, Media Psychology, Converging Technological Trends, Media Production, Business English

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 & Media Management

Interdisciplinary competencies (3 of 7 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



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Subject-specific competencies (12 modules)

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



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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 further module

MTh **Master Colloquium and Thesis**

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



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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 1. semester			2. semester			2. year 3. semester			4. semester			Total			1.168 h contact hours			
	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	73 WHT WHT	120 CP	3600 WL				
Comprehensive competences																			
Basics																			
1	BusE	Business English																	
2	LawM	Law and the Media																	
Technology																			
3	MAM	Media Asset Management																	
4	CTT	Converging Technological Trends	5	6	180	5	6	180	5	6	180								
5	MedP	Media Production											15 WHT	18 CP	540 WL	240 h			
Human Factors																			
6	IntLT	Intercultural Leadership Techniques																	
7	MPsy	Media Psychology																	
choose 3 of 7 modules!			Sub-Total:	5	6	180	5	6	180	5	6	180							
Subject specific competences																			
Marketing & Management Basics																			
1	IMM	Introduction to Marketing and Media Management	5	6	180								5 SWS	6 CP	180 WL	80 Std.			
2	CMC	Classical Marketing Communication				5	6	180					5 WHT	6 CP	180 WL	80 h			
3	OMC	Online Marketing Communication				5	6	180					5 SWS	6 CP	180 WL	80 Std.			
4	CB	Consumer Behavior							4	6	180		4 WHT	6 CP	180 WL	64 h			
5	PSM	Price and Sales Management							4	6	180		4 SWS	6 CP	180 WL	64 Std.			
			5	6	180	10	12	360	8	12	360		23 WHT	30 CP	900 WL	368 h			
Media Management																			
6	MMT	Media Management Theory	5	6	180								5 SWS	6 CP	180 WL	80 Std.			
7	EMM	Emerging Media Markets				5	6	180					5 WHT	6 CP	180 WL	80 h			
8	MEc	Media Economics	5	6	180								5 SWS	6 CP	180 WL	80 Std.			
9	DTr	Digital Transformation							4	6	180		4 WHT	6 CP	180 WL	64 h			
			10	12	360	5	6	180	4	6	180		19 WHT	24 CP	720 WL	304 h			
Marketing and Media Intelligence																			
10	MSt	Methods, Statistics	5	6	180								5 SWS	6 CP	180 WL	80 Std.			
11	MR	Market Research				5	6	180					5 WHT	6 CP	180 WL	80 h			
12	BIDS	Business Intelligence, Data Science							4	6	180		4 SWS	6 CP	180 WL	64 Std.			
			5	6	180	5	6	180	4	6	180		14 WHT	18 CP	540 WL	224 h			
1 further module																			
13	MTh	Master Colloquium and Thesis										2	30	900	2 SWS	30 CP	900 WL	32 Std.	
												2	30	900	2 WHT	30 CP	900 WL	32 h	
			Sub-Total:	20	24	720	20	24	720	16	24	720	2	30	900	58 WHT	102 CP	3060 WL	928 h
Total			25	30	900	25	30	900	21	30	900	2	30	900	73 WHT	120 CP	3600 CP	1168 h	