



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 and Frankfurt/Main) 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

Subject-specific competences (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



M.A. International Marketing & Media Management

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 closing module

MTh Master Colloquium and Thesis

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



M.A. International Marketing & Media Management

Comprehensive competences (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. International Marketing & Media Management

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			2. semester			3. semester			4. semester		
	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Comprehensive competences												
1 BusE Business English												
2 LawM Law and the Media				One of these modules must be chosen in the 1., 2. and 3. semester, resp.								
3 MAM Media Asset Management												
4 CTT Converging Technological Trends	5	6	180	5	6	180	5	6	180			
5 MedP Media Production												
6 IntLT Intercultural Leadership Techniques												
7 MPSy Media Psychology												
8 ESR Empirical Social Research												
sub-total	5	6	180	5	6	180	5	6	180			
Subject specific competences												
	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL
Marketing & Management Basics												
1 I3M Introduction to International Marketing and Media Management	5	6	180									
2 CMC Classical Marketing Communication				5	6	180						
3 OMC Online Marketing Communication				5	6	180						
4 CB Consumer Behavior							4	6	180			
5 PSM Price and Sales Management							4	6	180			
	5	6	180	10	12	360	8	12	360			
Media Management												
6 MMT Media Management Theory	5	6	180									
7 EMM Emerging Media Markets				5	6	180						
8 MEc Media Economics	5	6	180									
9 DTr Digital Transformation							4	6	180			
	10	12	360	5	6	180	4	6	180			
Marketing and Media Intelligence												
10 MSt Methods, Statistics	5	6	180									
11 MR Market Research				5	6	180						
12 BIDS Business Intelligence, Data Science							4	6	180			
	5	6	180	5	6	180	4	6	180			
1 closing module												
13 MTh Master Colloquium and Thesis										2	30	900
										2	30	900
sub-total	20	24	720	20	24	720	16	24	720	2	30	900
Total	25	30	900	25	30	900	21	30	900	2	30	900



M.A. International Marketing & Media Management -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			
	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	WHT	CP	WL	
Comprehensive competences																			
1 BusE Business English	One of these modules must be chosen in the 1., 2. and 3. semester, resp.																		
2 LawM Law and the Media																			
3 MAM Media Asset Management																			
4 CTT Converging Technological Trends	5	6	180	5	6	180	5	6	180										
5 MedP Media Production																			
6 IntLT Intercultural Leadership Techniques																			
7 MPsy Media Psychology																			
8 ESR Empirical Social Research																			
sub-total	5	6	180	5	6	180	5	6	180										
Subject specific competences																			
Marketing & Management Basics																			
1 I3M Introduction to International Marketing and Media Management	5	6	180																
2 CMC Classical Marketing Communication				5	6	180													
3 OMC Online Marketing Communication				5	6	180													
4 CB Consumer Behavior							4	6	180										
5 PSM Price and Sales Management										4	6	180							
sub-total	5	6	180	10	12	360	4	6	180	4	6	180							
Media Management																			
6 MMT Media Management Theory	5	6	180																
7 EMM Emerging Media Markets										5	6	180							
8 MEc Media Economics							5	6	180										
9 DTr Digital Transformation										4	6	180							
sub-total	5	6	180				5	6	180	9	12	360							
Marketing and Media Intelligence																			
10 MSt Methods, Statistics	5	6	180																
11 MR Market Research				5	6	180													
12 BIDS Business Intelligence, Data Science													4	6	180				
sub-total	5	6	180	5	6	180							4	6	180				
1 closing module																			
13 MTh Master Colloquium and Thesis													1	15	450	1	15	450	
sub-total													1	15	450	1	15	450	
Total	20	24	720	20	24	720	14	18	540	13	18	540	5	21	630	1	15	450	