

# Media and communication Management | EN

## (B.A.)

### The world speaks media

“Media management combines analytical and creative thinking. You always need that special idea, but you also need a clear idea of the initial situation and the goals. This isn’t for lone wolves. Media managers must lead multi-faceted, often international teams towards innovative solutions. Obviously, your own overseas experience is just as important here as good English skills.” Professor Dr. Dr. Castulus Kolo, Director of Media and Communication Management.

Film, TV, Web and even the whole print and advertising market is a global business. Ideas are sold internationally as well as complete film products or brand campaigns. Furthermore, major corporations and organisations act and communicate globally. More than ever before, the media and communication market needs managers who are familiar with international aspects of media business, media rights and cultural differences.

### The strategy to success

The Macromedia University bachelor’s degree programme in Media and Communication Management will give you the theoretical insights and practical skills you need to be successful in an international media context. Foundation courses in media, communication, and management will provide you with a basic knowledge of four major career-oriented fields: Brand Management and Advertising, Corporate Communications and PR, Internet Management, TV Management and Broadcasting.

The knowledge you acquire will allow you to work flexibly and efficiently within a changing media landscape. Media managers are active in a wide range of areas. This BA degree programme concentrates on developing creativity and management capabilities. Students especially benefit from interaction with other Macromedia University courses of study in creative areas: film and television, media and communication design, and

journalism. Upon graduation you can embark directly on your chosen career or enroll in a master’s degree programme.

### Learning by doing

Throughout the programme, you will carry out practical projects, whereby theoretical knowledge is applied to real-life scenarios, usually in co-operation with external businesses and partner companies.

### Internship

Macromedia cooperates with a large number of renowned companies where you will spend a full semester as an intern under the supervision of your professors. This is a very important part of the programme giving you the opportunity to gain your first practical experience and to start networking with the industry.

### How to apply

Admission to Macromedia University may be granted in line with the Regulations on Qualifications for University Studies (§60 of the Bavarian University Regulations) of the Free State of Bavaria. Under these regulations, the general school leaving certificate (Abitur) or the entrance qualification for universities of applied sciences (Fachhochschulreife) is mandatory. School leaving certificates from outside Bavaria must be officially approved as being equivalent, where necessary.

To apply, please provide us with your recognised school leaving certificate, recognised certificate of English proficiency (TOEFL iBT, at least 81 out of 120 points or IELTS, at least 6 out of 9), the Macromedia University application form and letter of motivation. After the assessment of your application, you may be required to pass an admissions interview.



## SERVICES

### Information events

At these events, student advisors, students and professors answer all your questions centred round the media industry, our university, admission and the application process. Just drop by.

[macromedia-university.com/events](http://macromedia-university.com/events)

### Career service

Offering support for you and your career of choice during and after your studies.

### Internship support

Providing internship contacts and accompanying support all round your internship semester.

### International office

Providing full-service support for your semester abroad.

### Personal advisory service

If you’re planning your future and studies with us, you likely have many questions. Our student advisory look forward to talking with you.

You can find your personal contact person under “Contact” below or on our website at

[macromedia-university.com/student-advisory-service](http://macromedia-university.com/student-advisory-service)



**hochschule macromedia**  
university of applied sciences

[macromedia-university.com](http://macromedia-university.com)

Effective March 2016  
Technical changes reserved

## Location

Check our website for details.

## Start

Winter semester

## Duration

7 semesters, 1 semester abroad (6+1)

## Study abroad

The programme also includes one semester abroad at one of our international partner universities of your choice (Macromedia's 6+1 programme).  
www.5cu.org

## Tuition fee

Are you a highly motivated individual who is ready to invest in your future and to study at Macromedia University? We help you to make it happen by offering individual funding solutions as well as scholarships. Ask our student advisors for further information.

### Students from countries belonging to the European Union:

5,150 € per semester  
Registration fee 500 €

### Students from countries which are not part of the European Union:

5,500 € per semester  
Registration fee 750 €

macromedia-university.com/financing

210 ECTS	COURSE OVERVIEW
1 30 ECTS	Business Administration   Management Theory   Business Mathematics   Accounting   Media Design & Technologies   Writing & the Journalistic Process   Foundations of Media Design   Print Media Design and Technologies   Soft Skills   Media & Communication Science   Foundations of Media Management   Legal Aspects & Scientific Working
2 30 ECTS	Brand Management & Advertising   Corporate Communications & PR   Media Design & Technologies Specific Journalistic Formats   Audio & Video Design & Technologies   Internet Business   Models & Applications   Interactive Media Design & Technologies   Project Management   Media & Communication Science Statistics   Scientific Methods
3 30 ECTS	Semester abroad   Economics   Marketing   Business Planning   Financing Media and Communication   Project Media Management 1   Specialisation   International Students' Project Intercultural Management   Cultural Area Studies
4 30 ECTS	Practice-oriented modules   Brand Management & Advertising   Corporate Communications and PR   Internet   Management   TV Management & Broadcasting Project Media Management 2
5 30 ECTS	Internet Management   TV Management & Broadcasting Project Media Management Integrated Communication and CRM   Innovation Management Media and Communication Science Politics and Media   Theories of Media and Communication   Project Media Management 3
6 30 ECTS	Internship and internship report   Media and Communication Science International Media Business (E-Learning) Soft Skills Presentation   Social Skills   Application Training
7 30 ECTS	Bachelor thesis   Business Administration Strategy & Business Ethics   Organisation & Human Resources   Advanced Accounting   Students' Initiatives 2   Tutor groups and students' project   Entrepreneurship
The semester abroad is in the 3rd or 4th semester.	

## CONTACT/STUDENT ADVISORY SERVICE

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