



Macromedia University | Bachelor of Arts (B.A.) Programme Information

1. Bachelor's Programmes

1.1. Programme Offer

Macromedia University offers Bachelor's and Master's programmes taught in German or English. All courses are subject to the current General Examination Regulations for Bachelor's degree programmes at Macromedia University and the respective course and examinations regulations. English programmes are:

Bachelor Program	Subject Area	Cologne	Berlin
Media Management B.A.	Media and Communication Management	-	WT
	Brand Management	-	WT
	Music Management	-	WT
Management B.A.	International Management	-	WT
	Fashion Management	-	WT
Film and Television B.A.	Film Directing	WT	-
Design B.A.	Media and Communication Design	-	WT
Fashion Design B.A. in cooperation with Atelier Chardon Savard (ACS)	Fashion Design	-	WT
Acting B.A. in cooperation with Cours Florent (CF)	Acting	-	WT

WT = winter term (starts October 01st every year)

ST = summer term (starts March 15th every year)

1.2. Program duration

Duration of all Bachelor's programmes: 6 or 7 semesters (3 or 3.5 years), including one **semester abroad** at one of our **partner universities worldwide** (commonly the 3rd semester). If you choose the 7-semester option, it also includes an **internship** within the relevant industry (min. 20 weeks, commonly in the 6th semester). Only exception: Fashion Design B.A. is only offered with 7 semesters and does not include a semester abroad.



1.3. Language of instruction

The Bachelor's programmes mentioned above are held entirely in English. German skills are not required for admission.

For information on German B.A. and M.A. programmes of Macromedia University, please contact the Student Advisory Service on your preferred campus location or find more information online at www.hochschule-macromedia.de.

1.4. Important Information

All German Macromedia University degrees are state-approved and certified by the through system accreditation.

The teaching programme alternates between theoretical lectures and practical project work with industry partners. Most B.A. programmes include a **semester abroad** at one of our [partner universities worldwide](#) as well as an **internship** (min. 20 weeks) with a partner company.

An optional **additional BA (Hons) degree** can be obtained during some of the 7 semester programmes, in cooperation with our partner [University of Westminster](#), UK. Please contact us for more information.

2. Application Deadline

Programme Start	EU*	non EU**
March 15th	Feb 15 th	Dec 15 th
October 01st	Aug 15th	June 15th

*Citizens from USA, Canada, Australia, Iceland, Israel, Japan, New Zealand, Norway, Switzerland, and South Korea may apply at EU deadline.

** We recommend handing in your application well before the deadline if you need to go through a student visa application process.

3. Terms of Admission

The admission to the Bachelor's degree programmes at Macromedia University take place according to the Baden-Württemberg Regulations about qualifications for university study (§ 43 Stuttgart university regulations). Accordingly, the general secondary education certificate (e.g. High School Diploma), the entrance qualification for universities/universities of applied sciences or equal qualification is a prerequisite for admission to the Macromedia University Bachelor's degree programmes. For Film Direction B.A., Fashion Design B.A., Media and Communication Design B.A., and Acting B.A., artistic aptitude may allow admission. Please contact us for more information.

Further, applicants who have not graduated from school with English as language of instruction are required to provide a sufficient language certificate. For the Bachelor's programmes taught in English, the following language criteria must be met:

TOEFL (iBT) with at least 72 out of 120 points or IELTS with at least 6.0 out of 9.0 or equivalent.

Exceptions:

-for all programmes in cooperation with University of Westminster (UoW) the IELTS required is 6.0 with no section lower than 5.5, and for International Management BA Hons in cooperation with UoW, the required TOEFL score is 78 out of 120 points.

-for Fashion Design B.A and Acting B.A, the required level is 71 out of 120 points or IELTS with at least 5.0



For Macromedia University's Bachelor's programmes taught in German, the following language criteria must be met, if applicants have not graduated from school with German as language of instruction: 'Deutsch als Fremdsprache DaF' (TDN 4-4-4-3), 'Deutsche Sprachprüfung für den Hochschulzugang DSH' (DSH 2, DSH3), 'Prüfungsteil Deutsch' of a Studienkolleg (recognized in Bavaria), 'Deutsches Sprachdiplom der Kultusministerkonferenz' (C1-C1-C1-B2), or equivalent.

School leaving certificates obtained at institutions outside of Baden-Württemberg are to be officially approved as equivalent.

Please read the following section for further information on the recognition of foreign degrees and the admission check.

If you do not fulfil the German admission requirements, please contact the student advisory service. Macromedia University has a [programme cooperation](#) with the University of Westminster in the UK. This cooperation creates an opportunity to study at Macromedia University in Germany and receive a BA Hons from the UK, if you fulfil the UK admission requirements. It also provides the opportunity to get both, the German B.A. and the UK BA (Hons) degree in just 7 semesters (3,5 years). Please contact us for more information on this [additional degree](#) cooperation.

For the programmes Film Directing B.A., Fashion Design B.A., Acting B.A. and Media and Communication Design B.A. artistic aptitude may allow admission.

4. Admission Process

Please submit your application and all documents online here: <http://application.macromedia.de/>

All certificates must be shown in original form to the Student Advisory Service before the start of the programme.

The application procedure for Macromedia University Bachelor's degree programmes is commonly processed in three steps:

Step 1: Admission Check

Macromedia University offers an admission check of foreign secondary education certificates free of cost. Before submitting the application documents, applicants may inquire a check of their foreign certificates at the Student Advisory Service to verify that they meet the admission standards. Therefore, applicants must send the following documents to the Student Advisory Service at: international@macromedia.de

- Copy of ID card / passport
- Curriculum Vitae (CV), signed
- Certified secondary education certificate (e.g. High School Diploma), the entrance qualification for universities/universities of applied sciences or equal qualification
 - Copy of the original certificate and official Transcript of Grades
 - Certified English or German translation (if original language is other than German or English)

Alternatively, applicants may hand in their full application (step 2) from the start. Please note that all certificates are being reviewed within application process, whether a check of the certificates was requested prior to the application or not.

Applicants may contact the Student Advisory Service for detailed questions about the recognition of foreign certificates: international@macromedia.de .



Step 2: Submit full application with the following documents

- Copy of ID card/passport
- Photo (passport size, not older than 2 years)
- Curriculum Vitae (CV), signed
- Certified secondary education certificate (e.g. High School Diploma), the entrance qualification for universities/universities of applied sciences or equal qualification
 - Copy of the original certificate and official Transcript of Grades
 - Certified English or German translation (if original language is other than German or English)
- Language proficiency certificate (not older than 24 months prior to programme start)
 - For programmes with English as language of instruction:
 - TOEFL iBT (for required scores see point 3)
 - or IELTS (for required scores see point 3)
 - or equivalent
 - For programmes with German as language of instruction:
 - Certificate 'Deutsch als Fremdsprache' (DaF) with the level TDN 4 or better
 - Certificate 'Deutsche Sprachprüfung für den Hochschulzugang' (DSH) with the level DSH 2 or better
 - Certificate 'Prüfungsteil Deutsch' of the Foundation Year (recognized in Bavaria)
 - Certificate 'Deutsches Sprachdiplom der Kultusministerkonferenz'
 - or equivalent
- Certificate of deregistration, if you have previously enrolled at another higher education institution in Germany.

For enrolment, you are required to show all certificates in original (hard copy) form on campus for validation, just before programme start.

Work samples are required for the following programmes only:

Design B.A.

- *Media and Communication Design:* Portfolio of your best recent artwork. Any media accepted: sketches, storyboards, video, website, 2D or 3D, photography, drawings, collages, digital designs or comparable alternatives.

Film and Television B.A.

- *Film Directing:* artistic task you will receive from your student advisor.

Fashion Design B.A.

- *Fashion Design:* artistic task you will receive from your student advisor.

Acting B.A.

- Audition task you will receive from your student advisor.
- In exceptional cases, applicants for Acting B.A. may have to provide a medical certificate, which documents that Acting classes do not pose a health risk to the applicant.



Step 3: Admission Interview

After you have handed in your application, we will subsequently invite you to join a personal conversation, either on campus or online. Your personal goals, objectives and your motivation are essential topics during this interview.

5. Allocation of study places & Visa Application Information

If the application procedure was successful, Macromedia University will send you a letter of offer and the necessary enrolment form. Please return this form within 14 days after reception. When we have received your filled and signed enrolment form, we shall send to you a confirmation of admission.

Applicants from outside the European Union need to transfer 50% of the first semesters' payments as well as the registration fee prior to receiving the confirmation of admission and the welcome letter. These documents are necessary to start your visa process. Please note that in most cases, you will need to provide financial security in form of a German Blocked Account ([here](#) or [here](#)) with around 10.236,- EUR to complete your visa application. More information is available on the website of the [DAAD](#) (German Academic Exchange Service). **Please note that only your closest German embassy or consulate will provide the lawfully correct and current information and details.**

Applicants from outside the European Union need to provide a valid residence permit before the start of their programme. For further information about visa and immigration regulations for Germany, please contact your closest German embassy or consulate.

6. Student Advisory Service

The Student Advisory Service will assist you in all matters and will respond to your questions regarding your application, your admission and your recognition of foreign degrees. They will also advise you about visa and immigration matters as well as questions concerning studying and living in Germany.

If you wish to make an individual appointment, please contact the Student Advisory Service (E-Mail: international@macromedia.de). For more information, please check online: <http://www.macromedia-university.com/undergraduate.html>.

7. Scholarships

All programmes are subject to a charge of tuition fees. Students may apply for a partial scholarship. For further information contact the Student Advisory Service or check our online information on scholarships: www.macromedia-university.com/studienberatung/stipendien.html.

8. Financing

Macromedia University offers different models of payment. The general ways of payment are: by semester, monthly and single payment. Additionally, Macromedia University offers individual payment plans adapted to fit the individual needs of students. Individual payment plans may be discussed with the Student Advisory Service. Please find the tuition fees online [here](#).



An overview of the fees can be found on the next page (9. Tuition Fees).

9. Tuition Fees

9.2. Applicants with passports from outside the EU :

Category	Bachelor Programme	Registration Fee	Tuition Fee each TERM	Fees TOTAL
Media Management B.A.	Brand Management B.A. EN * / 7 SEM	750,-	5.300,-	37.850,-
	Media and Communication Management B.A. EN * / 7 SEM	750,-	5.300,-	37.850,-
	Music Management B.A. EN * / 7 SEM	750,-	5.300,-	37.850,-
Management B.A.	Fashion Management B.A. EN * / 7 SEM	750,-	5.300,-	37.850,-
	International Management B.A. EN * / 7 SEM	750,-	5.300,-	37.850,-
Design B.A.	Media and Communication Design B.A. EN * / 7 SEM	750,-	5.300,-	37.850,-
Film and Television B.A.	Film Directing B.A. EN / 7 SEM	750,-	5900,-	42.050,-
Fashion Design B.A.in cooperation with Atelier Chardon Savard (ACS)	Fashion Design B.A. EN / 7 SEM	750,-	4.100,-	29.450,-
Acting B.A. in cooperation with Cours Florent (CF)	Acting B.A. EN / 7 SEM	750,-	4.100,-	29.450,-

*An optional **additional BA (Hons) degree** can be obtained during some of the 7 semester programmes, in cooperation with our partner [University of Westminster](#), UK. Click [here](#) to get more information.



9.1. Applicants from the European Union (EU) | Applicants with valid residence permit for Germany at the time of application:

Category	Bachelor Programme	Registration Fee	Tuition Fee each TERM	Fees TOTAL
Media Management B.A.	Brand Management B.A. EN * / 7 SEM	500,-	5.300,-	37.600,-
	Media and Communication Management B.A. EN * / 7 SEM	500,-	5.300,-	37.600,-
	Music Management B.A. EN * / 7 SEM	500,-	5.300,-	37.600,-
Management B.A.	Fashion Management B.A. EN * / 7 SEM	500,-	5.300,-	37.600,-
	International Management B.A. EN * / 7 SEM	500,-	5.300,-	37.600,-
Design B.A.	Media and Communication Design B.A. EN * / 7 SEM	500,-	5.300,-	37.600,-
Film and Television B.A.	Film Directing B.A. EN / 7 SEM	500,-	5900,-	41.800,-
Fashion Design B.A. in cooperation with Atelier Chardon Savard (ACS)	Fashion Design B.A. EN / 7 SEM	500,-	4.100,-	29.200,-
Acting B.A. in cooperation with Cours Florent (CF)	Acting B.A. EN / 7 SEM	500,-	4.100,-	29.200,-

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Macromedia University of Applied Sciences

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Campus Stuttgart | Naststraße 11 | 70376 Stuttgart | Germany | T +49.711.280 738-0

Campus Cologne | Brüderstr. 17 | 50667 Cologne | Germany | T +49.221.310 82-0

Campus Hamburg | Gertrudenstraße 3 | 20095 Hamburg | Germany | T +49.40.300 30 89-0

Campus Berlin | Mehringdamm 33 | 10961 Berlin | Germany | T +49.30. 030.202 15 12-0

Campus Freiburg | Haslacher Str. 15 | 79115 Freiburg | Germany | T +49 761 442266

Information Centre Milan | via Arcivescovo Calabiana 6, c/o Talentgarden | 20139 Milan | Italy | T +39.02 453 885 10

Information Centre Delhi | German House, 21, Jor Bagh | New Delhi 110003 | India | T +91 8800116530

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