



Macromedia University | Master of Arts (M.A.) Programme Information

1. Master's Programmes

1.1. Programme Offer

Macromedia University currently offers the following graduate programme with the following specialisations:

Tracks Location	Munich	Stuttgart	Cologne	Hamburg	Berlin
Media and Communication Management (M.A)	X				X
Brand Management (M.A.)	X				X
Digital Media Business (M.A.)	X				X
Business (M.A.)	X				
Strategic Marketing (M.A)					X
Smart City Design (M.A.)					X
Design Management (M.A)	X				
Design Thinking (M.A)	X				

1.2. Programme duration

All M.A. programmes start in October (duration of 2 years / 120 ECTS) for candidates providing an undergraduate degree with at least 180 ECTS or equivalent. Students who have acquired 210 ECTS or more may enter in March (duration of 1,5 years / 90 ECTS).

The programmes are offered in full-time mode. M.A. lectures commonly take place on **three days each week** during lecture times.

1.3. Important Information

Following the non-consecutive philosophy of the Macromedia University Graduate School, we **welcome graduates from all fields of study** and not only from a media, business and/or design context. You are required to provide a recognized undergraduate degree, but not necessarily from the same subject area you plan to get your M.A. degree in.

All Master's degree courses comply with the EU Master Qualification Criteria and the European Credit Transfer System. They are accredited by FIBAA.

The programmes are subject to the General Examination Regulations for Graduate Master's degree programmes at Macromedia University and the respective course and examinations regulations.

1.4. Language of instruction

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

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



3. Application Deadline

Programme start	Deadline EU*	Deadline non-EU**
October 01 st	Aug 15 th	June 15 th
March 15 th	Feb 15 th	Dec 15 th

*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.

4. Terms of Admission

The admission to the Master's degree programmes at Macromedia University takes place according to the regulations of Baden-Württemberg about qualifications for university study (§ 43 Baden-Württemberg university regulations). Accordingly, the first academic degree or equal qualification is a prerequisite for admission to the Master's degree programmes. The required academic degree is supposed to be equivalent to a University/B.A. degree (e.g. Bachelor of Arts, B.Sc..) with 180 ECTS or equivalent.

Students who have graduated 210 ECTS or more with previous studies can enter the programmes in March (total duration of 1,5 years instead of 2 years).

Following the non-consecutive philosophy of Macromedia University, we welcome graduates from all different fields of study and not only from a media, management or design context.

Further, applicants who have not graduated from school or any higher education institution with English as language of instruction are required to provide a sufficient language proficiency certificate. 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.

Foreign degrees are to be officially approved as recognized and equivalent by Macromedia University.

5. 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 the Master's programmes is commonly processed in three steps:

Step 1: Admission Check

Macromedia University offers an admission check of foreign degrees free of cost. Before submitting the application documents, applicants can make an inquiry for a check of their foreign degrees at the Student Advisory Service, to verify that they meet the admission standards. Please send the following documents to the Student Advisory Service at: master@macromedia.de:

- Copy of ID card / passport
- Curriculum Vitae (CV)
- Undergraduate degree (e.g. B.A. diploma) with at least 180 or 210 Credits
 - Copy of the original degree certificate and
 - Official Transcript of Grades (overview of courses and grades)
 - Certified English translation (if 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: master@macromedia.de.

Step 2: Submit full online application with the following documents at <http://application.macromedia.de/>:

- Copy of ID card / passport
- Photo (not older than 2 years)
- Curriculum Vitae (CV)
- Letter of motivation, 2 pages, Din-A4, 12 pt with 1.5 line-spacing
- Letter of recommendation by a professor or company
- Undergraduate degree (e.g. B.A. diploma) with at least 180 or 210 Credits
 - Copy of the original degree certificate and
 - Official Transcript of Grades (overview of courses and grades) and
 - Certified English translation (only if original language is other than German or English)
- Recognised language proficiency certificate (not older than 24 months prior to programme start), if the undergraduate degree was not taught entirely in English
 - TOEFL iBT (at least 72 out of 120 points)
 - or IELTS (at least 6.0 out of 9)
 - or equivalent
- Certificate of deregistration, if you were previously enrolled at another higher education institution in Germany

NOTE: For enrolment, you are required to show all certificates in original (hard copy) on campus for validation.

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.

6. 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 will send 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](#)), usually with around 8.640.- 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.

7. 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 for Master's programmes (master@macromedia.de). For more information please check our information online: www.macromedia-university.com/go-international/advisory-service.html.

8. 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.

9. Financing

Macromedia University offers different models of payment. The standard payment plan is to pay each semester. Additionally, individual payment plans will be adapted to fit the individual needs of students, such as monthly and single payment. Individual payment plans may be discussed with the Student Advisory Service.

Please find the tuition fees [online here](#). An overview can be found also on the next page (10. Tuition Fees).

10. Tuition Fees

	Registration Fee	Tuition (instalment per semester)	Fees (total)
EU applicants* * incl. students already carrying a valid residence permit for Germany at the time of application	500,- €	6.400,- €	from 19.700,- €
non-EU applicants	750,- €	6.400,- €	from 19.950,- €

Macromedia University of Applied Sciences

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