



SRH Berlin University of Applied Sciences  
Berlin School of Popular Arts

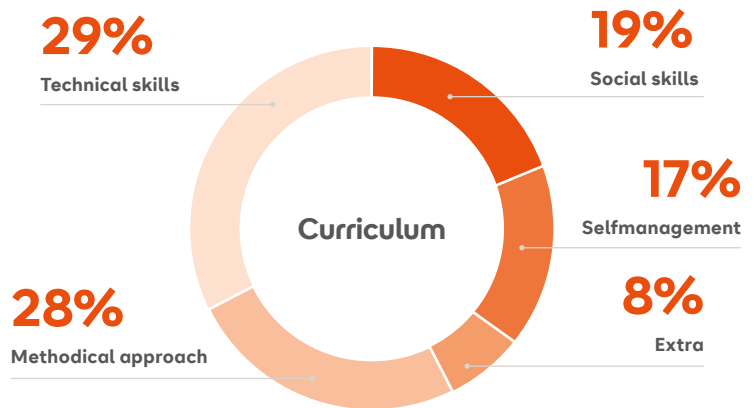
# Creative Industries Management | B.A.

# Our Unique Curriculum for You

This programme adapts traditional management strategies to the complex and dynamic world of the cultural industries and the broader creative economy. Learn to support, market and manage success in the creative industries. Develop a critical understanding of communication and entrepreneurship.

## Competencies and Curriculum

- Business Strategy
- Media Studies
- Creative Entrepreneurship
- Marketing & Society
- Creative Industries Management
- Digital and Marketing Communications
- Project Management
- Public Relations & Artist Management



### Semester 1

Creative Industries & Businesses

Business Strategy

Creative Entrepreneurship Introduction Lab

Concentration I: Music/Visual Arts/General

Media Studies

Research Skills

### Semester 2

Marketing & Society

International Marketing Management

Intercultural Communication & Personal Skills

Concentration II: Music/Visual Arts/General

Concentration III: Music/Visual Arts/General

Languages (English, Spanish, German)

### Semester 3

Digital & Marketing Communications Management

Digital Media Technology

Digital Production

Concentration IV: Music/Visual Arts/General

Media Law

Languages II (English, Spanish, German)

### Semester 4

Accounting

Finance

Concentration V: Music/Visual Arts/General

Lab Project (Startup Lab)

Project Management

Research Methods I (qualitative & artistic)

### Semester 5

Internship/ Incubator/ Study Abroad

### Semester 6

Creative Career Development

Organization & Leadership

Public Relations & Artist Management

Concentration VI: Music/Visual Arts/General

Concentration VII: Music/Visual Arts/General

Research Methods II (quantitative & qualitative)

### Semester 7

Innovation Management

Creative Entrepreneurship Innovation Lab

Cultural Theory & Popular Culture

Art, Creativity and Research

Bachelor Thesis

## Your Future Career

Work within the arts, in design, fashion, film, photography, music or the performing arts. Find employment in advertising, publishing, tourism and leisure, TV and radio. Additional opportunities exist in communication, event, marketing, media, IT, esports and games.

## Your Success Is Our Mission

- State-accredited programmes recognised worldwide
- Practical approach through internships, case studies, field trips
- Individual support from industry professionals
- Personal guidance by our Career Service
- “Customise your studies” exclusive offer
- 114 partner universities for exchange semesters abroad
- Students from 100+ countries create international spirit
- Institute for Professional Development in the Creative Industries
- Real-life projects with industry partners

## Financing Your Studies

- EU students have access to 100% financing via “Study Now, Pay Later” solidarity-based initiatives designed to allow equal opportunities for all. Reimbursement starts after graduation and reaching a minimum income threshold.
- Non-EU students can take advantage of student loans/scholarships in their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50% on their year 1 tuition fees.

**«The internship further boosted my confidence and allowed me to see how well prepared I am for future endeavors.»**

# Key Facts and Figures

## Start

April and October

## Duration

3.5 years

## Mode

Full time

## Credits

210 ECTS

## Degree

Bachelor of Arts

## Language

English

## Tuition Fees

EU: €690 per month

Non-EU: €4,740 per semester

## CORE Principle

Find all information on our CORE Principle here:

[www.srh-berlin.de/en/core](http://www.srh-berlin.de/en/core)



**Sara Ferrara**  
Student

# Break Into the Creative Industries With Our Bachelor's Programme

## Berlin School of Popular Arts

As a global cultural hub, Berlin is home to renowned art institutions, concert halls and theatres while entertaining a lively underground arts and music scene. Founded as the Hochschule der Populären Künste in 2010 by Robert Lingnau, Lars Roth, Mathias Welker and Ulrich Wunsch, the School of Popular Arts in Schöneberg fosters a supportive cosmopolitan community of art enthusiasts. All Bachelor's and Master's programmes are taught by art, music, film and media professionals with state-of-the-art equipment.

## Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Proof of English proficiency: IELTS 6.5. We accept: Academic IELTS, IELTS Indicator | TOEFL iBT | PTE | CAE/CPE/FCE | Duolingo
- CV
- Copy of your passport/ID

**Any questions?**  
**We're happy to help out.**  
**Email us or give us a call.**  
**+49 30 515 650 200**  
**studyinberlin@srh.de**  
**www.srh-berlin.de/en**

## Apply Online Now

Create an account for a smooth online application – it's fast & free.

