

# Media and Communication Management M.A. Specialisation Digital Media Business

Overview 3 und 4 semester

1st Semester	Start with 180 ECTS	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Digital Technologies 5 ECTS   3 SWS		Foresight and Global Trends 5 ECTS   3 SWS		Strategy and Innovation Processes 5 ECTS   3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS   3 SWS
Current Issues 5 ECTS   3 SWS		Statistics and Business Mathematics 5 ECTS   3 SWS		Media Economics and Management 5 ECTS   3 SWS	Media and Communication Research 5 ECTS   2 SWS
Research-oriented Project 10 ECTS   3 SWS		Digital Media Management 5 ECTS   3 SWS		Accounting and Finance 5 ECTS   3 SWS	Master Thesis 20 ECTS   individuelle Betreuung
		Digital Transformation and Operations 5 ECTS   3 SWS		Social Media Management 5 ECTS   3 SWS	
Practice-based Project 10 ECTS   3 SWS		Interdisciplinary Project 10 ECTS   3 SWS		Fokus Project 10 ECTS   3 SWS	
<b>30 ECTS / 12 SWS</b>		<b>30 ECTS / 15 SWS</b>		<b>30 ECTS / 15 SWS</b>	<b>30 ECTS / 5 SWS</b>

### Job perspectives

- Digital Media Manager/in
- Advertising Account Executive
- Co-Founder for Internet Start-ups in Digital Media
- Digital Business Consultant

### Projects from the studies

- Research on mobile news consumption and recommendation of a news app in cooperation with the FAZ
- Concept of a release campaign for the digital label "Spinnup" from Universal Music
- Expansion of customer service in the social media segment for customer Sky