

Master degree
Media and Communication Management M.A.

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		Understanding Media and Communication 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Corporate Communications Management 5 ECTS 3 SWS		Brand and Branding 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- Key Account Manager/in
- Production Manager/in
- Executive Project Manager/in
- Senior Press Officer
- Product Manager/in
- Social Media Manager/in
- Mobile Media Manager/in

Projects from the studies

- Development of an influencer strategy and adaptation of a business model for the home shopping channel
- Ideas for second screen formats and conception of a mobile video app for the production company of the ProSiebenSat.1 group RedSeven
- Development of a multimedia content platform for the portfolio-related knowledge management of the Allianz Group

Media and Communication Management M.A. Specialisation Brand Management

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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		Understanding Media and Communication 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Marketing Strategy 5 ECTS 3 SWS		Brand and Branding 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- (Digital) Brand Manager/in
- Strategy Director
- Senior Product Manager/in
- Senior Strategic Planner
- Senior Consultant Brand Communications

Projects from the studies

- Creative briefs including consumer insight and positioning, e.g. for TUI Cruises in cooperation with the Yours Truly agency
- Benchmark study on the staging of luxury in digital media and derivation of marketing measures for the Rolls-Royce brand
- Development of a digital channel and content strategy in the field of oral care for the brands Elmex, Meridol and Colgate

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	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

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

Media and Communication Management M.A. Specialisation Music Management

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		Music Production 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Artist Management & Music Marketing 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	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- Music Manager/in
- Artist Manager/in
- Label Manager/in
- Creator
- Executive in Music Industry

Projects from the studies

- Forecast of the international market success of locally successful music acts based on social media data
- Identification of potentially successful artists with automated social media mining tools (KI A&R Management)
- Optimization of music streams on Spotify based on streamer and personality analyzes