

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