

Master Programme incl. Online-Semester
Media and Communication Management M.A. | EN
Specialisation Brand Management

1st Semester incl. Online-Semester	Start with 180 ECTS	2nd Semester incl. Online-Semester	3rd Semester	
Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 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	
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		Brands and Branding 5 ECTS 3 SWS		
Interdisciplinary Project 10 ECTS 3 SWS		Focus Project 10 ECTS 3 SWS		
Current Issues (Online Module) 5 ECTS 3 SWS		Digital Technologies (Online Module) 5 ECTS 3 SWS		
Practice-based Project (Online Module) 10 ECTS 3 SWS		Research-oriented Project (Online Module) 10 ECTS 3 SWS		
45 ECTS / 21 SWS		45 ECTS / 21 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 for TUI Cruises in cooperation with the Yours Truly agency
- Benchmark study on the staging of luxury in digital media as well as 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