

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

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
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	
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 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