

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

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