

# KEY FACTS

## DEGREE

Bachelor of Arts (B.A.)

## ADVANCED STUDY PROGRAMMES AT HSD

Communication, Multimedia and Market Management (M.A.)  
Business Analytics (M.Sc.)

## STANDARD PERIOD OF STUDY

6 semesters

## PROGRAMME START

Winter semester

## ALLOCATION OF PLACES

Restricted admission

## PERIOD ABROAD

Possible

## GENERAL ADMISSION REQUIREMENTS

[www.hs-duesseldorf.de/requirements](http://www.hs-duesseldorf.de/requirements)

## SPECIAL ADMISSION REQUIREMENTS

Full-time pre-study practical internship for a total of 12 weeks in business or commerce. At least three of the following areas must be covered during the internship: Service provision, marketing/distribution, market research, human resources, accounting/financial control/financial planning, information processing/IT, communication, organisation, multimedia, eBusiness, media industry/media production.

Proof of completed internship must be submitted by the end of the second academic semester at the latest.

## APPLICATIONS

[www.hs-duesseldorf.de/application](http://www.hs-duesseldorf.de/application)

## APPLICATION DEADLINE

15th July every year

The logo for Hochschule Düsseldorf, consisting of the letters 'HSD' in a bold, red, sans-serif font.

**Hochschule Düsseldorf**  
University of Applied Sciences

The logo for the Faculty of Business Studies, consisting of a stylized 'W' made of three parallel lines.

**Faculty of Business  
Studies**

**Bachelor**

# Communication and Multimedia Management

## Profile

Communication and Multimedia Management combines the three fields of communications, multimedia (digital media) and business administration reflecting practical application.

Subjects include marketing and media communication, planning and implementation of multimedia, fundamental business administration and general management. The programme's objective is to teach comprehensive and interdisciplinary knowledge in the management of the media and communication sectors whilst developing core skills.

The programme is structured in modules. Basic modules cover principles of the communications and media industries, corporate management and management techniques. The following modules include business English, communication and multimedia management, eBusiness and design management.

Specialisation modules are offered in the third and fifth semesters and completing at least three of these modules is compulsory. They are available in trade exhibition management, PR, website and app design, social media management, eEntrepreneurship, online marketing and TV content development. In the sixth and final semesters, students work on a project. The programme ends with a Bachelor thesis and a viva examination.

## Career prospects

Graduates in Communication and Multimedia Management can be employed as junior executives in any sector and in a wide range of areas in corporate and market communications such as advertising, PR, direct marketing, sales promotion and so on. They have the skills that enable them to conceptualise and design in-house media communication such as websites, podcasts, videocasts and mobile services.

In addition, they are qualified to work in specific sectors in management functions in agencies, production companies, consulting firms as well as with other service providers in the fields of communications and digital media.

# CURRICULUM

## 1<sup>ST</sup> AND 2<sup>ND</sup> SEMESTER

- Media economy
- Marketing
- Accounting and cost accounting principles
- Financial control and information management principles
- Corporate management instruments
- Law
- Management techniques

## 3<sup>RD</sup> AND 4<sup>TH</sup> SEMESTER

- Communication management
- Communication instruments
- eBusiness
- Multimedia management
- Business English

## 3<sup>RD</sup>, 5<sup>TH</sup> AND 6<sup>TH</sup> SEMESTER

- Design management
- Trade exhibition management
- PR
- Website and app design
- TV content development
- Social Media management
- eEntrepreneurship
- Online marketing
- Project work
- Bachelor thesis
- Viva examination