

  
**HSD**

**Hochschule Düsseldorf**  
University of Applied Sciences



**Faculty of**  
**Business Studies**

**Bachelor of Arts**

# **Communication and Multimedia Management**

## **Profile**

The bachelor's programme Communication and Multimedia Management combines three fields closely interlinked in practice: communication, multimedia and business administration.

The programme offers a solid academic education

- in the fields of marketing and media communication as well as
- in planning and implementing multimedia,
- in combination with the fundamentals of business administration and management.

The programme's objective is to teach you comprehensive and interdisciplinary knowledge of management in the media and communication sector. You also learn new and expand existing key skills.

The programme is structured in modules. Basic modules cover fundamentals of the communication and media industry, corporate management, law and management techniques. The following modules include business English, communication and multimedia management, e-business and design management.

In semesters 3 and 5, you can choose from different specialisation modules: Trade Fair Management, PR and Press Relations, Website and App Conception, Social Media Management, E-Entrepreneurship, Online Marketing and TV-Content Development. Completing at least three of these modules is compulsory.

In the final semester 6, you work on a project. The study programme concludes with a bachelor's thesis and a colloquium.

**Please note:** The language of instruction is mainly German.

## Career Options

As a graduate, you can work as junior executive in any sector in various areas of corporate and market communication – e.g. advertising, PR, direct marketing, sales promotion etc.

You are also able to conceptualise and design in-house multimedia communication and information instruments, such as websites, podcasts, videocasts and mobile services.

In addition, you are qualified to work in specific sectors in management functions – in agencies, production companies, consulting firms and other service providers in the communication and media industry.

# SYLLABUS

## SEMESTERS 1-2

- Media Economics
- Marketing
- Fundamentals of Accounting, Cost Accounting and Results Accounts
- Fundamentals of Controlling and Information Management
- Fundamentals of Business Management
- German Law
- Management Techniques
- Business English

## SEMESTERS 3-4

- Communication Management
- Communication Tools
- E-Business
- Multimedia Management
- Business English

## SEMESTERS 5-6

- Design Management
- Trade Fair Management
- PR and Press Relations
- Website and App Conception
- TV-Content Development
- Social Media Management
- E-Entrepreneurship
- Online Marketing
- Project Module
- Bachelor's Thesis
- Colloquium

Please check the module manual (currently in German only) for detailed information on the contents of the study programme.

## Further Information

### Faculty contact:

Dean's Office at the Faculty of Business Studies  
[dekanat.wirtschaftswissenschaften@hs-duesseldorf.de](mailto:dekanat.wirtschaftswissenschaften@hs-duesseldorf.de)  
T +49 211 4351-2700

About the programme, admission requirements  
and application:

[wiwi.hs-duesseldorf.de/bkm](http://wiwi.hs-duesseldorf.de/bkm) (in German only)

HSD on social media  
[facebook.de/hsduesseldorf](https://facebook.de/hsduesseldorf)  
[instagram.com/hsduesseldorf](https://instagram.com/hsduesseldorf)

## Get in Touch

### Admissions Office

[zulassung@hs-duesseldorf.de](mailto:zulassung@hs-duesseldorf.de)  
[hs-duesseldorf.de/zulassungsstelle](http://hs-duesseldorf.de/zulassungsstelle) (in German only)

### Student Advisory and Counselling Service (ZSB)

[studienberatung@hs-duesseldorf.de](mailto:studienberatung@hs-duesseldorf.de)  
[hs-duesseldorf.de/zsb-en](http://hs-duesseldorf.de/zsb-en)

### International Office (IO)

[international-office@hs-duesseldorf.de](mailto:international-office@hs-duesseldorf.de)  
[hs-duesseldorf.de/io-en](http://hs-duesseldorf.de/io-en)

### Family Support Centre

[familienbuero@hs-duesseldorf.de](mailto:familienbuero@hs-duesseldorf.de)  
[hs-duesseldorf.de/fam-en](http://hs-duesseldorf.de/fam-en)

### Office of Counselling and Disability Services (ABS)

[barrierefrei@hs-duesseldorf.de](mailto:barrierefrei@hs-duesseldorf.de)  
[hs-duesseldorf.de/abs-en](http://hs-duesseldorf.de/abs-en)

### Psychological Counselling Service (PSB)

[info.psb@hs-duesseldorf.de](mailto:info.psb@hs-duesseldorf.de)  
[hs-duesseldorf.de/psb-en](http://hs-duesseldorf.de/psb-en)

## HSD Invites You

Visit us! Join courses during our yearly trial week  
(*Schnupperstudium*) and attend our information events  
(e.g. *Tag der offenen Tür*, *Hochschulinformationstage*,  
*Wochen der Studienorientierung*).

Information on all events (in German only):

[hs-duesseldorf.de/zsb\\_veranstaltungen](http://hs-duesseldorf.de/zsb_veranstaltungen)

Publisher: Hochschule Düsseldorf – University of Applied Sciences  
Student Advisory and Counselling Service (ZSB)  
in cooperation with the Department of Communication and Marketing  
and the Department of Strategy and Innovation  
Last updated: June 2019