


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 communication management as well as in multimedia planning and implementation and also covers the fundamentals of business administration and management.

As a graduate, you are qualified to take on management positions in business-oriented communication professions. 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 Social Media Relations, Web and App Conception, Marketing Analytics, Business Plans for Start-Ups, Online Marketing and Digital Storytelling. 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.

Admission Requirements

Please check if you meet all requirements for admission to the study programme. Further information:

wiwi.hs-duesseldorf.de/bkm-voraussetzungen (in German only)

SYLLABUS

SEMESTERS 1-2

- Media and Communications Industry: Stakeholders, Processes, Business Models
- Marketing
- Business Management
- Empirical Research Methods
- Fundamentals of Accounting, Cost Accounting and Results Accounts
- German Law
- Fundamentals of Controlling and Information Systems
- Project Management and Presentation Skills
- Business English Communication Skills

SEMESTERS 3-4

- Communication Management
- Consumer Research, Data Analytics and Digital Ethics
- Communication Tools
- E-Business
- Multimedia Management
- Business English Communication Skills
- Web and Multimedia Tools
- Trade Fair Management

SEMESTERS 5-6

- Design Management
- PR and Social Media Relations
- Web and App Conception
- Project Module
- Bachelor's Thesis
- Colloquium

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

Further Information

Events for prospective students (in German only)

hs-duesseldorf.de/zsb_veranstaltungen

How to apply

hs-duesseldorf.de/prospectivestudents/degreeseekings/application

Information for international applicants

hs-duesseldorf.de/degreeseeking

About the programme and admission requirements

wiwi.hs-duesseldorf.de/bkm-en

Get in Touch

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hs-duesseldorf.de/zulassungsstelle (in German only)

International Office (IO)

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