Hochschule Düsseldorf
University of Applied Sciences

Faculty of
Business Studies

Bachelor of Arts

Communication and Multimedia Management

Profile

Marketing, multimedia and business administration are at the core of our Communication and Multimedia Management bachelor's programme and are interconnected in a practical way.

Our study programme offers interdisciplinary studies in business administration communication management with a focus on communication planning, execution and control as well as on digital media.

Graduates are prepared to assume responsible management roles in business-oriented communication professions.

Students learn new and expand existing key skills.The study 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.

The following specialisation modules are offered in the third and fifth semester:
– Online Marketing
– Digital Storytelling
– PR and Social Media Relations
– Web and App Conception
– Business Plans for Start-Ups
– Marketing Analytics
– Trade Fair Management

Students can choose three out of four modules for their specialisations.

In the sixth semester students realise a project followed by an academic thesis (bachelor's thesis) and a colloquium.

Career Options

Graduates are all-rounders and have very good career prospects as young leaders in marketing – across all sectors.

Possible occupations and fields are:
– Marketing and communication departments in companies of different industries
– Media, communication and advertising agencies
– Media companies & advertising marketing
– Freelancing
– Etc.

Graduates can take on tasks of company-specific conception and design of digital communication tools such as websites, podcasts and social media.

They are prepared for management tasks in agencies, production and consulting companies and other service providers in the media and communication industry.

Admission Requirements

Please check if you meet all requirements for admission to the study programme. Further information: hs-duesseldorf.de/bkm-en

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
– Specialisation module 1

SEMESTERS 5–6

– Design Management
– Specialisation module 2
– Specialisation module 3
– 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

Events for prospective students (in German only)
hs-duesseldorf.de/zsb_veranstaltungen

How to apply
hs-duesseldorf.de/application

Information for international applicants
hs-duesseldorf.de/degreeseeking

About the programme and admission requirements
hs-duesseldorf.de/bkm-en

Get in Touch

Dean's Office at the Faculty of Business Studies
dekanat.wirtschaftswissenschaften@hs-duesseldorf.de

Student Advisory and Counselling Service (ZSB)
studienberatung@hs-duesseldorf.de
hs-duesseldorf.de/zsb-en

Admissions Office
zulassung@hs-duesseldorf.de
hs-duesseldorf.de/zulassungsstelle (in German only)

International Office (IO)
international-office@hs-duesseldorf.de
hs-duesseldorf.de/io-en

Family Support Centre
familienbuero@hs-duesseldorf.de
hs-duesseldorf.de/fam-en

Disability Services (ABS)
barrierefrei@hs-duesseldorf.de
hs-duesseldorf.de/abs-en

Psychological Counselling Service (PSB)
info.psb@hs-duesseldorf.de
hs-duesseldorf.de/psb-en

HSD on social media
facebook.de/hsduesseldorf
instagram.com/hsduesseldorf

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