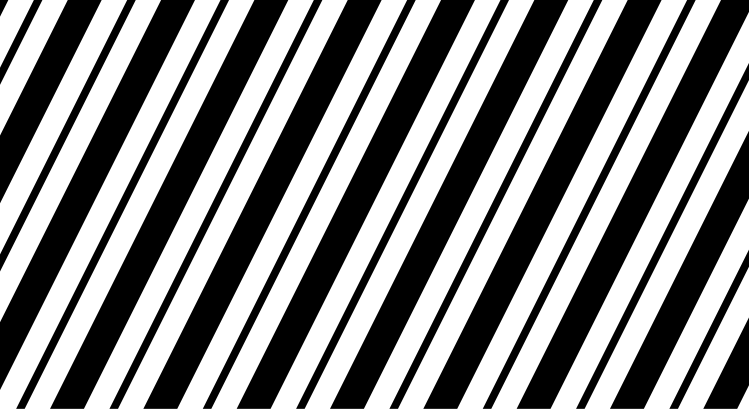

Hochschule Düsseldorf
University of Applied Sciences

Faculty of
Business Studies

Master of Arts

Communication, Multimedia and Market Management

Profile

The objective of the application-oriented master's programme is to teach and develop comprehensive, scientifically based skills in communication and multimedia for market management – enabling you to take on executive functions in middle or senior management.

The programme provides subject-specific and methodological competence in communication and multimedia management. You acquire the skills to assume responsibility and fill executive and decision-making positions in national and international markets.

You achieve these objectives by
– attaining in-depth expertise in the areas of communication, multimedia and market management as well as knowledge of corporate and personnel management,
– completing case studies and project work on concrete problem cases from practice,
– writing a master's thesis on practical issues, or even in cooperation with the industry.

In the context of this study programme, market management is understood as
– the holistic, problem-oriented, non-industry specific analysis and development of markets as well as
– the configuration of corporate structures and processes tailored for these markets.

It is truly unique that the programme combines market management, universally applicable across all sectors, with a focus on communication and multimedia.

Please note: The language of instruction is mainly German.

Career Options

As a graduate from the master's programme, you can find employment across all sectors in enterprises of all sizes including national and international companies as well as in agencies, production companies, consultancies and service providers in communication, media and market management.

Concrete professional fields can be in central units and/or line functions in areas of specialisation such as corporate or market communication, multimedia applications, customer relationship management, marketing, multichannel management, strategic market or corporate development and planning. A position as a generalist at management level is another career option. Alternatively, you could start your own business based on the knowledge and expertise acquired during the master's programme.

Admission Requirements

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

SYLLABUS

SEMESTERS 1–2

– Theory of Science and Research Methodology
– Communication Management
– Multimedia Management
– Market Management
– Data-Driven Marketing
– Trend-Based Business Planning

SEMESTERS 3–4

– Corporate Communication | Brand Management and Brand Communication | Omnichannel Management | Media Production | Digital Leadership
– Management and Leadership Skills
– Project Module
– Master’s Thesis and Colloquium

Please check the module manual for detailed informationon 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/mkm-en

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

Get in Touch

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