

KEY FACTS

DEGREE

Master of Arts (M.A.)

FURTHER OPPORTUNITIES FOR STUDY

E.g. doctoral studies

STANDARD PERIOD OF STUDY

4 semesters

PROGRAMME START

Winter semester

ALLOCATION OF PLACES

Restricted admission

PERIOD ABROAD

Possible

GENERAL ADMISSION REQUIREMENTS

www.hs-duesseldorf.de/requirements

SPECIAL ADMISSION REQUIREMENTS

Successful completion of a Bachelor or Diploma programme in an economics or engineering discipline or in the field of communications and/or journalism with an overall grade of "Good" (2.3) or higher.

Three month practical internship related to the subject matter of communications, multimedia and market management. If all other requirements are fulfilled, certification of completion can be submitted up to the start of the third semester.

English language proficiency equivalent to Level B2 of the Common European Framework of Reference for Languages
Information on recognized language certificates can be found under: www.hs-duesseldorf.de/pruefungsordnungen

APPLICATIONS

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, black, double-lined 'W' shape.

**Faculty of Business
Studies**

Master

Communication, Multimedia and Market Management

Profile

The objectives of the four semester Masters Study Programme in Communication, Multimedia and Market Management are to both teach and develop comprehensive and scientifically based skills, methodology and expertise in the areas of communications and multimedia for market management whilst reflecting practical application at the same time.

The programme is therefore designed to enable students to perform professional and responsible management functions in national and international markets at middle and senior management level. It is truly unique in that it combines market management, which is universally applicable across all sectors, together with the specialist areas of communications and multimedia.

Managers are expected to be skilled in a variety of specialist disciplines. That's why students at Düsseldorf University of Applied Sciences are introduced to interdisciplinary work right from the first semester. There is close cooperation with the Faculty of Design (Communication Design) and the Faculty of Media (Media Engineering) so that students strengthen practical skills and develop management skills for communications and multimedia in unison.

Career prospects

Graduates of the Master in Communications, Multimedia and Market Management find employment across all sectors in enterprises of all sizes including national, international and multinational companies as well as in agencies, production companies, consultancies and service providers in communications, media and market management.

Concrete areas of employment can be found in central units and/or line functions in areas of specialisation such as corporate or market communications, classic or digital media applications, customer relationship management, marketing, multichannel management, strategic market, corporate development and planning. Generalist positions at management level or founding a new business or start-up are further career options.

CURRICULUM

1ST AND 2ND SEMESTER

- Theories and concepts of communication and multimedia in market management
- Communications management
- Multimedia management
- Management skills and leadership
- Market management
- Research and control as management instruments
- Business planning in new markets

3RD AND 4TH SEMESTER

- Coaching in preparation for daily working life:
Corporate communication | Market communications | eMarket process management | Multimedia engineering and Multimedia design | Multichannel and sales management
- Project work
- Masters thesis including viva examination