

COMMUNICATION, MULTIMEDIA AND MARKET MANAGEMENT

Master of Arts (M.A.),
Faculty of Business Studies



MOST IMPORTANT INFORMATION AT A GLANCE



Degree
Master of Arts



Period of study
4 semesters
(120 ECTS)



Admission deadline
15th of July



Commencement of studies
winter semester



Type of study
full-time study



Tuition fee
none,
only semester fee



Language of instruction
german



Course size
30 to 40 students
per cohort

FACTSHEET: MCM

WHAT TO EXPECT

You have successfully completed your bachelor's degree and are now aiming for a career in marketing, communication, or media? Then the master's degree in Communication, Multimedia, and Market Management is just the thing for your next career step! In this four-semester master's degree, you will be given comprehensive technical and methodical skills to implement successful communication and marketing measures and to form market-oriented corporate structures. The focus of the course is on teaching application- and practice-related content. Our lecturers, with many years of professional experience, will provide you with the latest theoretical knowledge and the ability to apply it in practice. In many exciting projects, you can directly contribute the know-how you have gained and, at the same time, strengthen your social skills to take on management tasks.

JOB OPPORTUNITIES

With your studies, you will have various career opportunities. It doesn't matter whether you want to work as a generalist or a specialist; the knowledge you will have acquired qualifies you for leadership positions in a wide variety of industries. You can enter fields such as strategic corporate development, marketing, and corporate communications or set up your own business. With your well-founded knowledge and practical skills, you will be ready to enter complex markets.



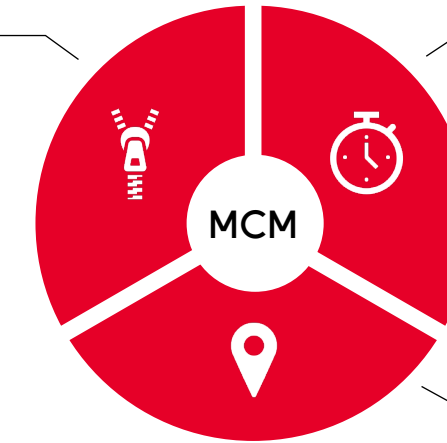
„CMM helped me gain a much deeper insight into possible professional fields and the corresponding tasks. Thanks to various projects and practical insights, I feel well prepared to start a job after my studies.“

Jana, 26
master student

WHAT DEFINES THE STUDY PROGRAM?

Unique connection of communication, multimedia & market management

The concept behind the course is as unique as its name. MKM imparts strengths and competencies from three different disciplines to develop a striking competency profile.



Up-to-date course contents

Our professors have many years of practical experience from various industries to improve your advancement. And on top, you will be involved in practical projects with exciting companies to solve relevant issues.

Düsseldorf as location

That's where entrepreneurs, investors, agencies & creative people are at home. Next to attractive employers, the city offers you many opportunities to self-develop and create a study life you enjoy.



Your boost to become a marketing leader. Strategic, practical, diverse.

OVERVIEW OF DEGREE STRUCTURE

SEMESTER	OVERVIEW OF MODULES	ECTS			
1	<table border="1"> <tr> <td>Multimedia Management 11</td> <td>Communication Management 11</td> <td>Theory of Science and Research Methodology 8</td> </tr> </table>	Multimedia Management 11	Communication Management 11	Theory of Science and Research Methodology 8	120
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2	<table border="1"> <tr> <td>Business Planning in New Markets 10</td> <td>Marketing Controlling & Big Data 9</td> <td>Market Management 11</td> </tr> </table>	Business Planning in New Markets 10	Marketing Controlling & Big Data 9	Market Management 11	
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3	<table border="1"> <tr> <td>Leadership & Management 6</td> <td>Project Module 14</td> <td>Elective 1 10</td> </tr> </table>	Leadership & Management 6	Project Module 14	Elective 1 10	
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4	<table border="1"> <tr> <td>Master's Thesis & Colloquium 20</td> <td>Elective 2 10</td> <td></td> </tr> </table>	Master's Thesis & Colloquium 20	Elective 2 10		
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FEEL FREE TO GET IN TOUCH WITH US:

Contact person in the faculty:
Dean's Office at the Faculty of Business Studies
☎ +49 211 4351-2700
✉ dekanat.wirtschaftswissenschaften@hs-duesseldorf.de

Information about the program, requirements, and how to apply:
🌐 wiwi.hs-duesseldorf.de/mkm
www.hs-duesseldorf.de/bewerbung

CONTACT POINTS AT THE HSD

Admission office:
✉ zulassung@hs-duesseldorf.de
🌐 www.hs-duesseldorf.de/zulassungsstelle

Central Student Advisory Service (ZSB):
✉ studienberatung@hs-duesseldorf.de
🌐 www.hs-duesseldorf.de/studienberatung

COME BY:

Take part in the trial study and attend information events such as the open day, the university information days, the weeks of study orientation...

Information about all events:
🌐 www.hs-duesseldorf.de/zsb_veranstaltungen

