WHAT ARE THE ADMISSION REQUIREMENTS?

- Bachelor degree with 210 ECTS
- Degree grade of 2.3 or better
- Very proficient English skills: level B2 or higher (Common European Framework of Reference for Languages). Level C1 is recommended when the student intends to spend semester abroad
- Non-native speakers need to prove basic German languages skills (A1) by the time of enrollment to the course.
- 60 ECTS in corporate communications or media management, e.g. marketing, design, journalism
- optional: voluntary entrance test to improve the degree grade
- More information on: hnu.de/icomm-en

WHAT DOES THE NEU-ULM UNIVERSITY STAND FOR?

Our graduates have international experience, are solutions-oriented and act responsibly. The University of Applied Sciences Neu-Ulm (HNU) is an international business school located in one of Germany’s most prosperous and innovative regions. The HNU promotes cultural and social skills and international mobility. Small study groups enable an intensive mentoring and create a familiar atmosphere on campus.

WHEN SHOULD I APPLY?

- Start in winter term: 2 May to 31 August
- Start in summer term: 15 November to 15 February

Study applicants who have not acquired their educational certificates in Germany must send their foreign educational qualifications to the external-service provider uniassist.de for further check no later than 31 July (winter term) respectively 15 January (summer term).

HOW CAN I APPLY?

Applications are to be made online:
www.hnu.de/icomm-application

WHOM SHOULD I CONTACT?

**Administrative questions:**
Peter Marquetand, Deputy head, Department of Studies
+49 (0) 731 – 9762 – 2003
peter.marquetand@hnu.de

**Questions about the course content:**
Prof. Dr. Wilke Hammerschmidt
+49 (0) 731 – 9762 – 1544
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Hochschule Neu-Ulm
Neu-Ulm University of Applied Sciences
Wileystraße 1
D-89231 Neu-Ulm
www.hnu.de
WHAT DOES THIS COURSE OFFER?

Today’s graduates will experience in their professional lives an ever-changing and diverse business and social environment. An in-depth understanding of the fundamental value of Corporate Communication and Media Management from an international perspective unravels to become the competitive edge for businesses, organisations and institutions in the 21st century. The Master’s degree programme “International Corporate Communication and Media Management” prepares students for positions in Strategic Corporate and Marketing Communication in international companies and organizations. Students acquire the knowledge and skills to embark on a professional career in globally acting organisations or to pursue an academic career in a PhD programme.

WHAT DOES THE COURSE TEACH?

Specific to the programme are the optional international semester and the optional transfer semester. In the international semester students can choose one of our distinguished partner universities to focus on specific aspects of Corporate Communication and Media Management. The transfer semester offers the chance to deepen and to apply the gained knowledge in a practical environment. Students who do not choose one of the options named above will deepen their understanding of strategic brand management, market research and content production.

WHICH CAREER OPPORTUNITIES WILL YOU HAVE?

The course qualifies students for international leadership and management positions in the field of Corporate Communication and Media Management. Graduates of this programme are equipped to work in Strategic Corporate and Marketing Communication in international companies and organisations. The course prepares students for a variety of positions, e.g.,

- Corporate Communication or Marketing Manager
- Key Account Manager in PR Agencies
- Content or Digital Marketing Manager
- Online Editorial Manager or Marketing Manager

WHAT IS THE MASTER’S PROGRAMME STRUCTURED?

1st Semester 30 ECTS
- Strategic International Corporate Communication
- Media Management in the Digital Age
- Institutional, Ethical and Cultural Aspects of International Media Production and Usage
- Human Centered Design and Design Thinking
- Methods of Communication and Media Research

2nd Semester
International Semester 30 ECTS
or Transfer Semester 30 ECTS
or Semester at the HNU 30 ECTS
- Strategic Brand Management
- Research Project and Content Production
- Strategic Market Research

3rd Semester
- Transfer Conference 2 ECTS
- International Strategic Management 5 ECTS
- Sustainability and CSR Communication 5 ECTS
- Master Thesis and Seminar 18 ECTS

Qualification awarded: Master of Arts (M.A.)
All classes will be held in English

WHAT MAKES THIS COURSE SPECIAL?

Companies and organisations have an increasing need for strategically minded and internationally experienced communication managers. This Master’s programme imparts up-to-date, wide-ranging and detailed insights into the field. Students attain intercultural expertise and learn how to use their knowledge and skills successfully in new and challenging situations in Corporate Communication.

The programme is entirely taught in English. Our practice-oriented approach is deeply rooted in the professional expertise of the professors and lecturers, as well as in the cooperation with businesses, organisations and institutions. Our teaching style combine lectures with blended learning, inter- and transdisciplinary problem-based learning, including case studies and capstone projects.