

# Bachelor International Courses of Study Macromedia University

State-approved by the  
German Council of Science and  
Humanities and accredited by the  
FIBAA (Foundation for International  
Business Administration Accreditation)



**macromedia university**  
of applied sciences

Munich  
Stuttgart  
Freiburg  
Cologne  
Hamburg  
Berlin



you change

## Dear future students of Macromedia University,

Would you like to make your dream job reality? Are you tempted by the idea of creating tomorrow's media landscape? Are you working towards a career as a successful manager on the international scene? Or are you still undecided and looking for an academic qualification that can be developed in a variety of ways?

We'd like to help you get a better idea of our tracks and their related vocational fields. We can, at any rate, promise you this: you have an exciting future ahead of you. Digital media and the art of deploying them efficiently in new or improved business models have become strategic success factors in the technology-driven age of Industry 4.0 and digital transformation in general, radically impacting on all business sectors and society as a whole. Those who understand this development and know how to use it are guaranteed to make important advances in tomorrow's workforce.

Come and benefit from the expertise of our experienced professors. Immerse yourself in practice while you are studying, working with our renowned partners in industry. As the university for digital transformation, we give you the relevant methods and tools so that you, as a young professional, can actively shape the permanent transformation of society and economy. I look forward to meeting you soon in person at our university in Munich, Stuttgart, Freiburg, Cologne, Hamburg or Berlin.



Prof. Dr. Dr. Castulus Kolo  
Dean, Macromedia University of Applied Sciences



Prof. Dr. Dr. Castulus Kolo  
Dean, Macromedia University  
of Applied Sciences

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# Future prospects after studying at Macromedia University



My degree at Macromedia University made me into a manager who can quickly visualise and analyse complex issues and derive recommendations, without losing sight of the SMART goals. It is up to each one of us what we make of ourselves. Macromedia offers you the hotbed of talent and the compass – but you have to make your own way.

*Martin Goppel, B.A., Management, CinemaxX, Regensburg, Germany.  
Studied Media Management B.A., specialising in Sports and Events  
Management.*





Through my degree I have gained knowledge that is practice-focused and grounded in design, and I still use it successfully today. In addition, the Career and Alumni Services offer excellent networking: on completing my degree they gave me the chance to work for one of the most renowned cultural institutions and make full use of this opportunity.

*Eileen Pfündin, B.A., Creative Director, Deutsches Theater, Munich, Germany. Studied Media and Communication Design B.A..*



Whenever young people today decide to take a degree in the media industry, they are usually met with criticism. People say the industry is overcrowded and, apart from that, chronically underpaid. Basically, though, it's the same everywhere: if you get a good education, combine talent with discipline, and also enjoy what you do, sooner or later you will be successful. Macromedia University gave me the right tools to get started immediately and confidently in the media industry.

*Claudius Reinicke, B.A., Classical Communication, Mercedes-AMG GmbH, Affalterbach, Germany. Studied Media Management B.A., specialising in PR and Communication Management.*



The media industry is exciting and full of new challenges every day. With a bit of ambition and well-grounded training, which I received at Macromedia University, I found my way to my dream job. I work as a Team Assistant in the Digital Communication team at Mercedes-AMG GmbH.

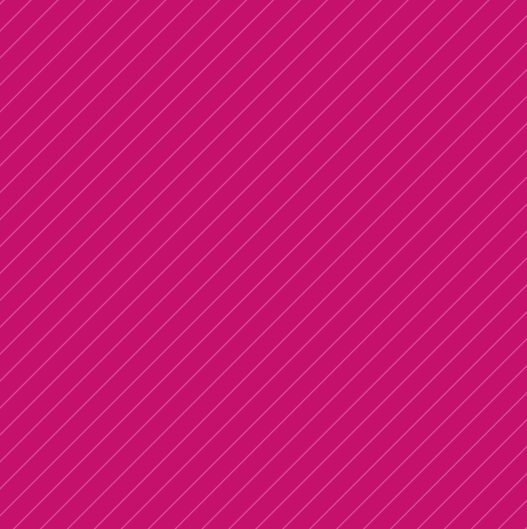
*Christopher Reinicke, M.A., General Management Master of Arts (M.A.), Digital Communication, Mercedes-AMG GmbH, Affalterbach, Germany. Studied Media Management B.A., specialising in PR and Communication Management.*

## ALUMNI



Practice is particularly important as a journalist, but theory is just as relevant. My degree at Macromedia University prepared me very well for the world of work. I am responsible for press communication for the StrongmanRuns in Germany. This involves being in constant contact with media representatives in order to communicate any matters concerning the Fisherman's Friend StrongmanRun, and to help journalists produce multifaceted news coverage. In our fast-paced 2.0 world it is essential to be open to change. Adapting to change has helped me mature and has broadened my horizons.

*Jasmin Azad, B.A., Public Relations Manager,  
Fisherman's Friend StrongmanRun Germany, Cologne, Germany.  
Studied Journalism B.A., specialising in Cultural Journalism.*



Digital change is a daily part of my work. An openness to change is a prerequisite for being part of the digital working world. I'm responsible for the conceptualisation and production of magazine articles, media reports, trailers and advertising clips. The variety of the individual projects and the creative scope my work offers are extremely stimulating. Thanks to my broad-based education and training, I can get a handle on many tasks of colleagues in other positions today. Instructors recognized my talents, creativity and interests and helped me to realise them.

*Alex Fischer, B.A., Editor, Writer & Producer, ProSiebenSat.1 Produktion GmbH  
Studied Film and Television B.A., specialising in Post-production*







In my job as an Interface Designer, I'm responsible for the development of digital designs on the interior displays, such as the Multimedia Interface (MMI) and the Virtual Cockpit. There are a number of different development stages, from the show car to the finished series model. Changes and new technologies appear every day. We're shaping the future, and I'm enthusiastic about that. The great range of projects and courses I experienced during my studies gave me strong insights into a variety of design aspects. That broad outlook continues to serve me well professionally to this day.

*Arnold Kieferle, B.A., Graphical User Interface Designer, AUDI AG in Ingolstadt, Germany  
Studied Media Design, specialising in Digital Media Production.*



As a project lead, I'm responsible for internal (dealer) events, brand stores and co-operation agreements. I'm doing conventional project management, and the practical projects from my studies, in which we worked on practical business assignments for our enterprise partners, were excellent preparation for that. Special courses such as Preparing for Job Interviews and Women in Leadership also helped me to make the cut at the BMW Assessment Centre. My readiness to experiment and openness to change are extremely important in the event segment.

*Riva Lewis, B.A., Marketing Specialist, BMW AG, BMW Vertrieb Deutschland  
Studied Media Management B.A., specialising in Brand Communication and Advertising.*



Being open to change is absolutely necessary for survival in a constantly changing industry.

Thanks to Macromedia University's practical and project-oriented training, I have made a smooth transition into working life. I was involved in two film projects which gave me the necessary basic knowledge for my job today. In addition, we were able to gain insight into other areas of the media world, e.g. we devised and broadcast our own radio show.

*Solveig Litzki, B.A., Corporate Producer / Moving Image,  
mmpro.film- und medienproduktion, Berlin, Germany.  
Studied Media Management B.A., specialising in Music Management.*

# Courses of Study at Macromedia University

## Media meets Management

The world is changing. Digital technologies are dynamically transforming society and the economy powerfully and permanently. How can we orientate our careers today towards the society of tomorrow? How can we recognise and take advantage of the opportunities presented by that transformation early enough?

Macromedia University of Applied Sciences has the answers to these and all kinds of other questions concerning the global media and business world. With around 80 professors and 2,000 students in Munich, Stuttgart, Freiburg, Cologne, Hamburg and Berlin, it is one of the leading universities for vocational study programmes covering all aspects of Media Management, Journalism, Communication Design, Film and Television, Economics and Business Studies.

## ITS ADVANTAGES

- Top position at CHE Ranking 2014/15\*
- Small classes with intensive, individual supervision
- Globally recognized, state-approved degrees, accredited by FIBAA
- Campuses in Berlin & Munich: two of the worldwide Top 5 "Most Affordable Cities for Students 2015"\*\*
- Authentic, practice oriented projects
- Highly qualified professors and industry insiders as lecturers
- International students
- Buddy network for international students
- Career perspectives in Germany: 18 months visa after successful graduation
- Several programmes entirely in English
- Campus locations situated in Germany's industrial centres
- Worldwide network of Partner Universities

\* Centre for Higher Education, [www.che.de](http://www.che.de)

\*\* QS Best Student Cities index, [www.topuniversities.com](http://www.topuniversities.com)

# MACROMED

## Media School

### MEDIA MANAGEMENT BACHELOR OF ARTS

- Media and Communication Management | GER (B.A.)
- Media and Communication Management | ENG (B.A.)
- Brand Communication and Advertising | GER (B.A.)
- Sports and Event Management | GER (B.A.)
- Music Management | GER (B.A.)
- Media and Advertising Psychology | GER (B.A.)
- Digital Media Management | GER (B.A.)
- Entertainment Management | GER (B.A.)

### JOURNALISM BACHELOR OF ARTS

- Journalism | GER (B.A.)
- Sports Journalism | GER (B.A.)
- Political Journalism | GER (B.A.)

# IA UNIVERSITY

## School of Creative Arts

## Business School

## Graduate School

### FILM AND TELEVISION BACHELOR OF ARTS

- Directing | GER (B.A.)
- Post-Production | GER (B.A.)
- Screen Play | GER (B.A.)
- Camera | GER (B.A.)
- Visual Effects | GER (B.A.)

### MANAGEMENT BACHELOR OF ARTS

- Fashion Management | GER (B.A.)
- Fashion Management | ENG (B.A.)
- International Management | GER (B.A.)
- International Management | ENG (B.A.)
- Business Psychology | GER (B.A.)
- Marketing Management | GER (B.A.)

### MEDIA AND COMMUNICATION DESIGN BACHELOR OF ARTS

- Media Design | GER (B.A.)
- Media Design | ENG (B.A.)
- Game Design | GER (B.A.)
- Animation | GER (B.A.)
- Designmanagement | GER (B.A.)
- Designmanagement | ENG (B.A.)

### OPEN MEDIA MASTER MASTER OF ARTS

- Media and Communication Management | GER (M.A.)
- Media and Communication Management | ENG (M.A.)
- Brand Management | GER (M.A.)
- Brand Management | ENG (M.A.)
- Corporate Communication | GER (M.A.)
- Marketing Analytics | ENG (M.A.)
- Sport Marketing | GER (M.A.)
- Sport Marketing | ENG (M.A.)
- Digital Entrepreneurship | ENG (M.A.)
- Creative Direction | ENG (M.A.)
- Design Management | ENG (M.A.)
- Design Thinking | ENG (M.A.)
- Pre-Semester ENG

ENG: Programme in English language  
GER: Programme in German language

# Learn from the professionals

It's what you can expect with us

### **Theory and practice.**

#### **Learning from and with experts.**

In addition to scientific substantiated academic theory, it is important for your professional future that you can also try out what you have learned in practice. To ensure this, as well as having strong academic credentials, our professors maintain close links to practice. You gain practical experience during your course through a wide range of real projects – both in and with various companies. Particularly during your practical semester, you learn how to apply your newly-acquired knowledge in a real context, in a well-known company. To this end, Macromedia University cooperates with numerous highly-regarded companies, such as Red Bull, Sky and Focus Online, to deliver this.

### **Go international.**

#### **Your semester abroad.**

Benefit from the international orientation at Macromedia University and spend your semester abroad at one of our partner universities around the world in the 5CU Network. There, you will gain valuable experience in well-known private universities and appreciate the international perspective of the global media world, whilst also perfecting your language skills. There are plenty of options\* e.g. Australia, Spain, USA or Thailand, among many more. To find out more, visit our website.

### **Contacts and know-how.**

#### **Excellent career opportunities.**

By studying at Macromedia University you are on track for success from the very beginning: right from your first semester, you make key contacts with companies and project partners that you can then expand and deepen during your placement semester and when abroad. Throughout your studies, you have the support and assistance of our Career Service in deciding the direction of your career. After your Bachelor's degree at Macromedia University, the world's doors are open to you because there is a high demand in the employment market for graduates who have already sought and found their inspiration all over the world during their course of study. Your opportunities are unlimited – make use of them.

### **Studying with a long-term perspective.**

#### **Master's already within grasp.**

Thanks to the 210 ECTS credits you will gain during your 7-semester Bachelor's programme at Macromedia University, the doors for direct transfer to a subsequent Master's course are already open to you. Due to the 210 ECTS achieved, you meet the formal criteria for direct entry to our Master's programmes and are able to accelerate the start of your career launch without any time lost to the Pre-Semester course that is otherwise customary. The Graduate School at Macromedia University offers Master's programmes in German and English.

\*Subject to change.  
See full list of partner universities online at [macromedia-university.com/international](http://macromedia-university.com/international)

# PARTNERS IN THE INDUSTRY (EXTRACT)



# Understanding, making and managing media

Media – especially digital media – determine all aspects of our everyday lives. We offer you a new and forward-looking definition of media management and journalism.

## From media consumer to media maker

At the Macromedia Media School within the study programme Media Management you will learn, not only theoretically but above all practically, how to understand, make and manage media. After 7 semesters (including the semester abroad) you will complete your studies with an internationally recognised Bachelor of Arts degree.



Prof. Dr. Barbara Stelzner, Vice Dean, Media School



There is an increasing need for communication that not only informs but also engages its audience. Join the Media School to become a professional who can master the challenges and opportunities of a global media and communication environment.

## MEDIA MANAGEMENT BACHELOR OF ARTS

- Media and Communication Management | ENG (B.A.)
- Media and Communication Management | GER (B.A.)
- Brand Communication and Advertising | GER (B.A.)
- Sports and Event Management | GER (B.A.)
- Music Management | GER (B.A.)
- Media and Advertising Psychology | GER (B.A.)
- Digital Media Management | GER (B.A.)
- Entertainment Management | GER (B.A.)

## JOURNALISM BACHELOR OF ARTS

- Journalism | GER (B.A.)
- Sports Journalism | GER (B.A.)
- Political Journalism | GER (B.A.)

ENG: Programme in English language

GER: Programme in German language



BACHELOR OF ARTS

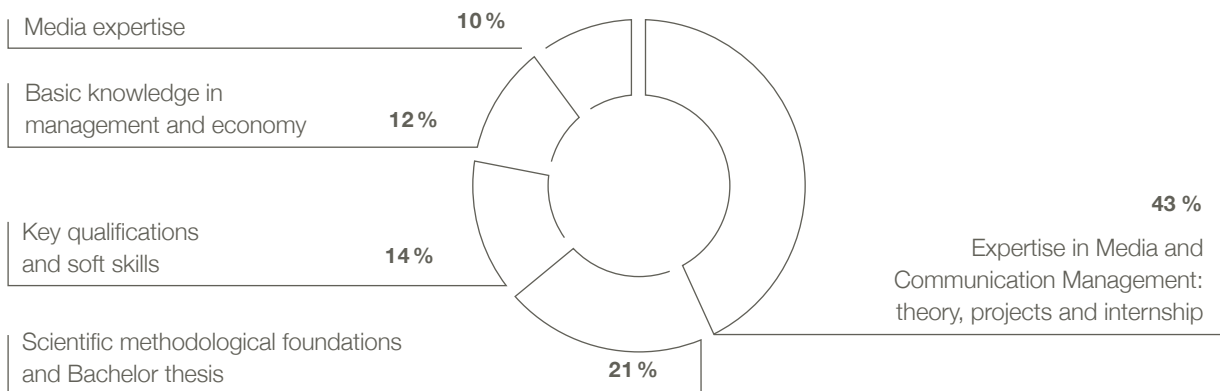
# Media Management

Turn from media consumer into media maker and shape the future as a media manager – with national and international prospects

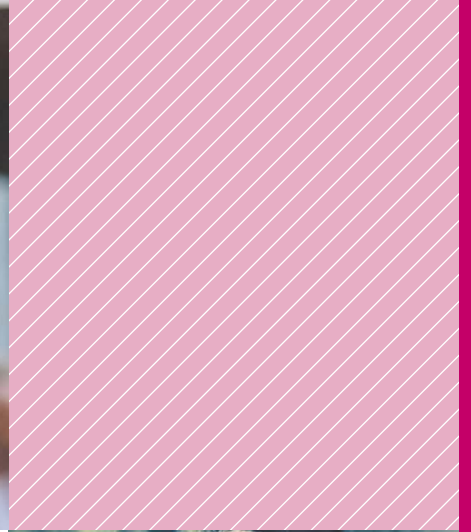
## Understanding and Shaping Media

The first thing we do in the morning is look at our smartphone; we surf round the clock, load videos onto YouTube, have playlists on Spotify, and share photos on Instagram. Don't just be there while it's happening. You yourself can help to shape communication in modern society. Turn media and communication into your career, and study with us, learning from and with the best in the industry. The study programme Media Management covers economic, legal, technical and design-related, creative and conceptual content. You will learn to plan, organise and manage forward-looking media concepts. You will spend about half of the degree specialising in your chosen branch of study. The combination of well-founded basic knowledge, scientific principles and key qualifications will ensure you are fully equipped as a specialist to take on management positions within the media industry and related sectors after your degree.

## COMPOSITION OF DEGREE COURSE (IN TERMS OF ECTS CREDITS)







210 ECTS	SEMESTER OVERVIEW MEDIA AND COMMUNICATION MANAGEMENT
<b>1</b> 30 ECTS	Scientific Writing   Fundamentals of Politics and Law   Fundamentals of Business Studies   Cost Accounting   Business Mathematics   Media and Communication Theories   Media and Business Ethics   Media Design and Technology: Print Media   Media Design and Technology: Audiovisual Media
<b>2</b> 30 ECTS	Project Management   Business Communication   Media Design and Technology: Online Media   Fundamentals of Events and Live Communication   Statistics   Empirical Social Research   Market-oriented Management   Brand Psychology   Strategic and Operative Brand Management
<b>3</b> 30 ECTS	Intercultural Communication   Economics   Business Planning   Marketing   Study Project 1
<b>4</b> 30 ECTS	Media Economy: Media Systems   Media Economy: Value Creation in the Media   Study Project 2   Integrated Communication and Cross Media   Online Marketing, Digital Branding and Social Media   Management of Online Companies   PR Theory and Practice
<b>5</b> 30 ECTS	Current Topics in Media Management   Financing and Investment   Bookkeeping and Controlling   Study Project 3   TV Channel Management   TV Production and Marketing   Special Topics in Media and Communication Management
<b>6</b> 30 ECTS	Internship   Practice Report   Communication Skills   Student Initiative Project
<b>7</b> 30 ECTS	Colloquium   Bachelor Thesis   Entrepreneurship   Strategy and Organisation   Leadership and Motivation   Methodology Workshop

Read on to find out more

Depending on the beginning of the course the semester abroad takes place in the 3rd or 4th semester. Depending on the beginning of the course the internship takes place in the 5th or 6th semester.

## MEDIA MANAGEMENT

# Media and Communication Management (B.A.)

Worldwide, networked and digital – media in the global market

### Strategies for global success

Media management calls for a combination of practical, analytical thought and creative flair. Good communication always requires a unique idea, but creativity alone does not guarantee success – if the message fails to reach its target group, for example, or creates a deceptive image. Film, TV, the Internet – the entire advertising and media industry is a global business these days. Ideas, films and campaigns are developed with the worldwide market in mind, not just national audiences.

Many major companies also operate and communicate on a global level. More than ever before, the media industry needs managers who are adept across the board in globally networked business, media rights and cultural idiosyncrasies.

The B.A. course in Media Management specialising in Media and Communication Management trains you in theoretical and practical aspects of the profession to prepare you for success in all spheres of the national and international environment. A thorough grounding in media, communication and management forms the basis of your studies. You will then expand upon this core knowledge with closer study of specialist spheres of communication such as brand management, advertising, public relations. The course equips you with the perfect spread of expertise to launch a successful international career as a media professional following graduation.

### COURSE SPECIALISATION

- Strategic and operative brand management
- Media and Communication Management Project 1
- Media and Communication Management Project 2
- Integrated communication and cross-media, online marketing, digital branding and social media, fundamentals of online business, fundamentals of PR, PR methods and instruments
- Media and Communication Management Project 3
- Event Psychology and Innovation Management, Event Evaluation, Stakeholder Communication & CSR, Crisis Communication, special aspects of media and communication management



**43 %**  
**Specialisation in Media and Communication Management:**  
 theory, projects and internship

### POTENTIAL CAREERS WITH THIS B.A.

- Strategy team member in a new economy enterprise
- Account Manager in an advertising agency
- Account Manager in an events agency
- Press Officer for a global media enterprise
- Project Manager for online media



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# Media Management

Pitch presentation by our students for the cult brand Jägermeister

## Cross-medial campaign: who is the best communicator?

So far, Jägermeister has managed to access new target groups through a consistent brand strategy in a way virtually no other product has. This industry leader combines attributes such as tradition and quality with lifestyle and on-trend events with great virtuosity. When Jägermeister wanted to know how brand experience can be enhanced by integrating innovative social technologies, they found Macromedia University students were good sounding boards.

Imke Vasterling, Director of Digital Marketing at Jägermeister, emphasises that “At Jägermeister we have an extremely vibrant brand culture; we want to get to know our customers and their lifestyle and communication preferences. Macromedia University students are right at the centre of it all; they can design from the point of view of our target group.” This is also an important point for Project Leader Prof. Dr. Brigitte Kleinselbeck (Brand Communication and Advertising): “In the creative industry we generally have interdisciplinary project teams – it is difficult to find this on a course of studies; in fact, only Macromedia University offers this with such consistency. Our students benefit enormously from this, just as they do from the close contact they have with professors and professionals. With us it is about real communication tasks where real interests are at stake.”

23 highly motivated students in various teams from the study programmes Media Management and Media Design worked on the task, and after eight intensive weeks they presented their results to a top class jury chaired by Jägermeister. The team who went for a combination of moving image, social media and point of sale were the most persuasive.



Jury:

Wolfgang Müller (Director of Brand and Portfolio Development, Mast-Jägermeister); Imke Vasterling (Director of Digital Marketing, Mast-Jägermeister); Christoph Gabel (Manager, Goetz + Müller); Prof. Dr. Brigitte Kleinselbeck (Brand Communication and Advertising); Prof. Tanja Schmitt-Fumian (Vice Dean, School of Creative Arts); Prof. Hansjörg Zimmermann (Brand Communication and Advertising)

Mentoring:

Prof. Dr. Brigitte Kleinselbeck, Prof. Tanja Schmitt-Fumian

# Creativity Meets Future

We encounter visual content everywhere. With us, the visual and emotional power of moving images and the sustainability of good design take centre stage.

## Designing images and generating images in the mind

At the Macromedia University School of Creative Arts within the study programme Media and Communication Design you will learn, not only theoretically but above all practically, how to design – whether in the form of designs for different media or in the conception and realisation of visual experiences. After 7 semesters (including the semester abroad) you will complete your studies with an internationally recognised Bachelor of Arts degree.



Prof. Tanja Schmitt-Fumian,  
Vice Dean,  
School of Creative Arts



For us, studying means offering you a comprehensive and interdisciplinary programme that prepares you for the challenges as a designer of tomorrow. We enable you to master the whole spectrum of visual communication as a generalist with specialised knowledge.

## MEDIA AND COMMUNICATION DESIGN BACHELOR OF ARTS

- Media and Communication Design | ENG (B.A.)
- Designmanagement | GER (B.A.)
- Designmanagement | ENG (B.A.)
- Media Design | GER (B.A.)
- Game Design | GER (B.A.)
- Animation | GER (B.A.)

## FILM AND TELEVISION BACHELOR OF ARTS

- Directing | GER (B.A.)
- Post-Production | GER (B.A.)
- Screen Play | GER (B.A.)
- Camera | GER (B.A.)
- Visual Effects | GER (B.A.)

ENG: Programme in English language

GER: Programme in German language



## BACHELOR OF ARTS

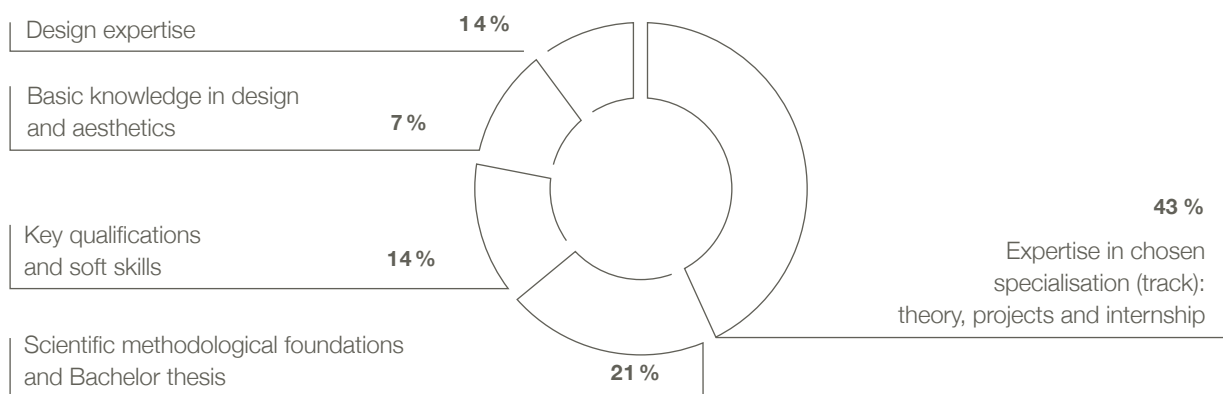
# Media and Communication Design

Give free reign to your creativity; create images that will inspire others.

## Start shaping the future

A degree in Media and Communication Design opens up exciting and diverse challenges in the media world of today and tomorrow. The demands on designers are complex and fascinating at the same time, for the variety of media and information means designers must not only come up with new ideas on a constant basis, but also think clearly and conceptually, taking a process-driven approach. With us you will learn how to implement complex content in images and stories via different media channels so that users and recipients are addressed emotionally and messages are therefore conveyed in a memorable way. You will spend around half of your degree course on your preferred specialisation, becoming a real specialist. Intensive exchange with industry professionals is as important as the teaching of theoretical principles. On completion of your degree, the whole media world will be open to you. The best prerequisites for this course are curiosity, openness, artistic creativity and a good visual imagination.

## COMPOSITION OF DEGREE COURSE (IN TERMS OF ECTS CREDITS)







210 ECTS	SEMESTER OVERVIEW
1 30 ECTS	Script, Screenplay and Dramaturgy   Editorial Design   Formal Theory of Design   Audiovisual Media   Fundamentals and Methods   Scientific Writing
2 30 ECTS	History of Art and Design   Advanced Formal Theory of Design   Information and Communication Design   Design and the Theory of Aesthetics   Business Communication   Project Management   Fundamentals in your chosen specialisation   Elective modules within your chosen specialisation
3 30 ECTS	Intercultural Management   Business Planning   Visual and Motion Design   Interaction and Interface Design   Study Project 1 of your chosen specialisation
4 30 ECTS	Semiotics and Information Design   Study Project 2 of your chosen specialisation   Semiotic Studies and Informations Design
5 30 ECTS	Current Topics in Design   Storyboarding, Storytelling   Study Project 3 of your chosen specialisation   Elective modules within your chosen specialisation   Special Topics within your chosen specialisation
6 30 ECTS	Internship   Practice Report   Student Initiative Project   Communication Skills
7 30 ECTS	Colloquium   Bachelor Thesis   Design Science Research   Design Methods and Models   Entrepreneurship

Read on to find your possible specialisations

Depending on the beginning of the course the semester abroad takes place in the 3rd or 4th semester. Depending on the beginning of the course the internship takes place in the 5th or 6th semester.

## MEDIA AND COMMUNICATION DESIGN

# Media Design | ENG (B.A.)

Master the future of visual communication

**„Only one company can be the cheapest – the others have to use design“**

**Rodney Fitch**

The BA Media and Communication Design course aims to educate the design professionals of the future. As a result, the programme will focus on innovation, creativity, interdisciplinarity and entrepreneurship in an international context. It will focus on mobile, online, print and cross-media, as a reaction to market trends and digital life.

The Media and Communication Design course gives you the tools to master the whole spectrum of visual communication. While introducing you to a broad range of design disciplines, we want you to become a design generalist with a specialised qualification, reflecting your interest and talent and giving you opportunities for personal growth. This course is designed to provide you with a stimulating and demanding programme and practice-driven experience in the field of communication design. Our international project partners will help you to gain hands-on project experience so you can build up a unique design portfolio. This is why our study programme is designed for international students across the globe to live in Germany, while studying in English. After the foundation year, we will send you abroad to one of our partner universities to further support your intercultural and international experience.

At the same time, you will also learn to be a creative thinker, a team player and you will be provided with the necessary interdisciplinary skills to ensure employability in a professional learning environment.

### COURSE SPECIALISATION

- Fundamentals of GUI
- Media Design Project 1
- Media Design Project 2
- Fundamentals of Animation and Modelling, Media and Communication Design, VFX, Motion Design
- Media Design Project 3
- Interaction Design, Interface Design, Special Topics in Media Design



**43 %**  
**Media Design**  
**degree course:**  
 theory, projects and  
 internship

### POSSIBLE CAREERS WITH THIS B.A.

- Web and App Designer
- Visual Designer for advertising campaigns
- Junior Art Director for advertising agencies
- Visual Designer for design agencies
- Editorial Designer
- Graphic Designer
- Social Media Designer
- Digital Illustrator
- User Experience Designer
- Design Entrepreneur
- Screen and Interface Designer

# Designmanagement | ENG (B.A.)

Start your career as a design and business professional

**“Good design is good business”**

**Thomas Watson, Jr.**

From a technological, ecological and economic perspective, design is one of the catalysts that drives innovation. All design teams in these various industries, however, require organisation, management, development, innovation and communication.

These are key qualifications which are important for a designer working in – and managing – creative teams. Therefore, Macromedia University offers the Designmanagement track which focuses on business and management from a design perspective. The study programme will teach methodological thinking and learning in designing process-oriented stages. Problem definition, research, project management and cross-cultural comparison of management and communication processes are at the core of learning. The overall objective of the study programme is to understand and apply contemporary management practices, and grasp their importance for design.

Your skills will be valued by a wide range of organisations and business areas that can benefit from your ability to innovate and manage development. All areas of the creative industries, such as, fashion, advertising, architecture and design require professional, well educated people with design and business skills.

There are also opportunities in manufacturing and industry, managing product development and service design. Last, but not least, you will work as a designer and you will lead creative project teams.

## COURSE SPECIALISATION

- Foundations of Management
- Designmanagement Project 1
- Designmanagement Project 2
- Media and Communication Theories, Media and Business Ethics, Marketing, Economics
- Designmanagement Project 3
- Media Systems, Value Creation in the Media, Special Topics in Design Management



**43 %**  
**Professional expertise**  
**in Designmanagement:**  
 theory, projects and internship

## POSSIBLE CAREERS WITH THIS B.A.

- Design Manager Creative Industry
- Brand Design Manager
- Junior Business Development Manager Design Agencies
- Brand and Design Planner Creative Industry or Consumer Products
- Junior Project Manager for Publishing and Advertising
- Junior International Brand Executive Fashion Industry
- Junior Digital Design Executive Creative Industry

# Media and Communication Design

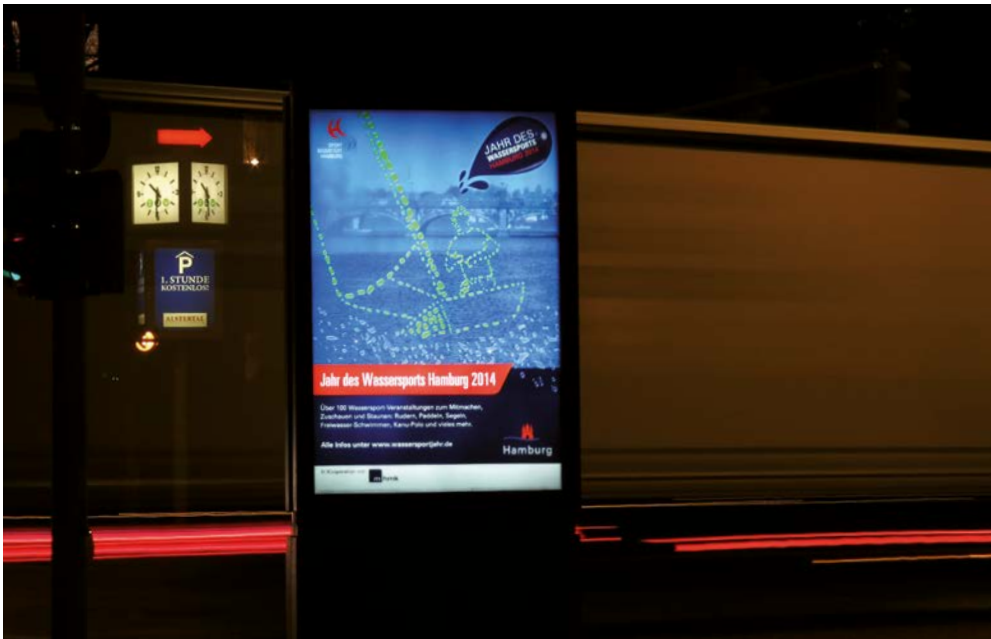
Design that inspires: students designed an image for the Year of Watersports.

## Collaborative project with the city of Hamburg's regional sports and leisure department

An image within an existing image. Media Design students in their 5th semester grappled with this ambitious task in their study project. All the corporate design specifications of the city of Hamburg had to be taken into account, and from within these narrow design parameters they were to nonetheless develop an individual, incisive and recognisable visualisation. The creative and original result could be seen on over 450 city light billboards in Hamburg as the events kicked off, defining the cityscape at the most diverse locations up until the end of 2014.

2014 was declared the "Year of Watersports" in Hamburg: over 100 individual watersports events took place from April to December under the umbrella of this. For this unique occasion, Media De-

sign students from Macromedia University took part in a design competition to develop different visual concepts that would bring the event to the public. In the end, Katharina Adam's design with the drops of water came through as the winning entry, having only the slightest edge on the designs by Kira Eickelkamp. Both of them were winners, however, as both students were able to jointly implement the winning concept at the advertising agency "steuer mann hamburg" as part of the internship accompanying their degree course, and introduce it to the press at the press conference on the opening of the Year of Watersports. The rewards for the innovative designs were enthusiastic reactions from the Senate, the regional sports and leisure department, the press and the public – that's when studying is fun.



Students:  
Katharina Adam, Kira Eickelkamp

Mentoring:  
Prof. Uwe Stoklossa  
(Professor of Media Design)

# Be prepared for tomorrow's management challenges

The strategic use of media by businesses in the value creation process is a key factor in their success. Intelligent management strategies with a digital basis are setting the tone for the future of Industry 4.0 and the digital transformation in general.

## Understanding and designing digital processes and management

Within the scope of its management training, the Macromedia University Business School offers the specialisation International Management (B.A.). That truly empowers you in an interconnected and fast changing world.



Prof. Dr. Dr. Castulus Kolo,  
Dean, Director,  
Business School



Your prospects of professional success? Excellent. On the one hand, you will benefit from the unparalleled combination of digital media expertise and sound business management training, and on the other, you will gain invaluable experience during your semester abroad – whether in Australia, the USA or Thailand.

## MANAGEMENT BACHELOR OF ARTS

- Fashion Management | ENG (B.A.)
- Fashion Management | GER (B.A.)
- International Management | ENG (B.A.)
- International Management | GER (B.A.)
- Business Psychology | GER (B.A.)
- Marketing Management | GER (B.A.)

ENG: Programme in English language

GER: Programme in German language



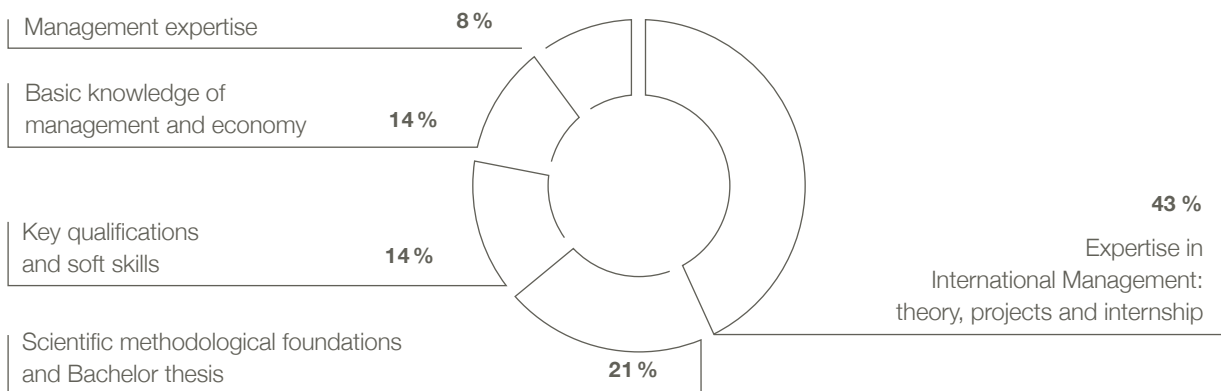
# Management

Develop a comprehensive understanding of new business models in the 21st century economy. Develop concepts today that will define how trade, management and organisations will function tomorrow.

## Managers of the future

Life in the modern world is becoming ever more mobile, digital and global. If you want to be economically successful today, you must keep close track of this media-dominated development and master the new rules of the game. On this basis, we have devised a management degree that is oriented towards the future. With this business management degree we foster, inspire and accompany you on your way to becoming the managers of the future. Your foundation course will give you a solid education in the fundamentals of business thinking and key management functions. You will benefit from our digital media expertise across all aspects of value creation like innovation, HR, production or marketing. You can choose a direction and spend around half of your degree course specialising in your branch of study, building up expert knowledge. This is how we open the doors to you to a successful career in management.

## COMPOSITION OF DEGREE COURSE (IN TERMS OF ECTS CREDITS)







210 ECTS	SEMESTER OVERVIEW INTERNATIONAL MANAGEMENT
<p><b>1</b></p> <p>30 ECTS</p>	<p>Management Concepts   Management Theories   Introduction, Commercial Law, Corporate Constitution   Contract Law, Competition Law   Scientific Writing   Project Management   Macroeconomy   Cost Accounting   Business Mathematics and Bookkeeping   Marketing</p>
<p><b>2</b></p> <p>30 ECTS</p>	<p>Business Communication   Accounting, Profit and Loss, and Balancing   Controlling and Business Intelligence   Introduction to Production and Logistics   Value Creation Processes   Human Resources Management   Human Resources and Management Tools   Market-oriented Management   Brand Psychology   Fundamentals in your chosen specialisation   Principles of Service Management</p>
<p><b>3</b></p> <p>30 ECTS</p>	<p>Intercultural Communication   Business Planning   Microeconomics   Method/Statistics – Elective Course   Study Project 1</p>
<p><b>4</b></p> <p>30 ECTS</p>	<p>Capital Budgeting   Financing and Valuation   Study Project 2   Forms of Commerce   Value Creation in Commerce   Internationalisation   Online Services   E-Commerce</p>
<p><b>5</b></p> <p>30 ECTS</p>	<p>Current Topics in Management   International Management   Study Project 3   Trend Research   Concepts of Innovation   Specific Topics in International Management</p>
<p><b>6</b></p> <p>30 ECTS</p>	<p>Internship   Communication Skills   Student Initiative Project</p>
<p><b>7</b></p> <p>30 ECTS</p>	<p>Colloquium   Bachelor Thesis   Entrepreneurship   Principles of Information Management   Specific Systems in Businesses   Strategy and Organisation   Corporate Management and Motivation</p>

Read on to find your possible specialisations

Depending on the beginning of the course the semester abroad takes place in the 3rd or 4th semester. Depending on the beginning of the course the internship takes place in the 5th or 6th semester.

## MANAGEMENT

# Fashion Management | ENG (B.A.)

New: start winter semester 2017

Pull the right strings in the fashion business

### Manage fashion successfully

Paris, London, Milan, New York – fashion has long since ceased to be the exclusive preserve of the catwalks of major metropolises. Bloggers and streetstyle stars are also shaping tomorrow's looks. Major chains like H&M and Zara implement design trends in just weeks. In the world of fashion, aesthetics, innovation and traditional workmanship meet industrial precision.

In Germany, over € 70 billion is spent on fashion every year. Adidas, Zalando, Hugo Boss, New Yorker and Puma are among the nation's most successful enterprises. Young designers are also increasingly generating creative input for the fashion location Germany. The industry is constantly confronted with new challenges, such as sustainability: C&A and Nike are today among the world's largest customers for organic-cotton. New technologies have revolutionised proven manufacturing processes, online shops are becoming digital experiences, and intelligent apps are changing our consumer behaviour.

Responding to these developments requires business administration skills and a well-founded understanding of the complexity of the fashion business. In this course, you will become familiar with the entire value chain – from the creative process and the procurement of raw materials to production and marketing, distribution logistics and retail. You will additionally learn key principles of fashion theory and fashion history that will enable you to identify and contextualise design trends as they emerge. Media and brand know-how play an important role here, as does knowledge of purchasing decisions, globalisation and sustainability. Additionally, through our partners within Galileo Global Education, you will have the opportunity to benefit from institutes of higher learning and enterprises in the fashion capitals of Paris and Milan. This complete package optimally qualifies you for a career in fashion management.

### COURSE SPECIALISATION

- Fashion Management Project 1 with practice partners
- Fashion Management Project 2 with practice partners
- Retail Experience and Design Dimensions at Point of Sale
- E-commerce and Customer Relationship Management
- Fashion Brand Management and Marketing
- Fashion Theory and Fashion History
- Textile Manufacturing and Sustainability



**43 %**  
**Fashion Management**  
**degree course:**  
 theory, projects and  
 internship

### POSSIBLE CAREERS WITH THIS B.A.

- Fashion Brand Manager
- Product Manager
- Customer Relationship Manager
- Retail Marketing manager
- Fashion Retail Manager
- Buyer
- Flagship Store Manager
- Fashion Sponsoring

# International Management | ENG (B.A.)

Markets and management – thinking and acting on an international scale

## Think global, act local

A management degree with a focus on international management lays the foundations for your managerial career in a globally successful company – enhanced by digital competences that are crucial to the era of Facebook, Twitter and other networks. You will gain in-depth expertise in business management and learn to understand and manage complex processes. You will discover what it means to lead a company with an international presence in the era of globalisation and digitisation. At the same time, you will learn how to position your brand nationally and internationally and maintain an edge over the competition. Topics covered include globalisation and the changes in communication brought about by developments in digital technology. At Macromedia University, you will learn to use digital technologies in a fully competent and management-oriented way. You will also learn how innovation can be planned, developed and managed within companies.

Further tasks will include identifying, observing and analysing trends as well as exploring online trade and web-based business models.

## COURSE SPECIALISATION

- Service companies, service provision in practice
- International Management Project 1
- International Management Project 2
- Types of business, value creation in business, internationalisation, online services, e-commerce
- International Management Project 3
- Trend research, innovation concepts, special topics in international management



## POSSIBLE CAREERS WITH THIS B.A.

- International Project Manager
- Products, corporate functions
- International marketing staff
- International Sales Manager
- International E-commerce Manager
- Internationalisation & strategy staff functions
- Intercultural Communications Manager
- International market research
- International Communication & Digital Media Manager
- Marketing and Strategy Junior Consultant

# Management

**Practical test: passed.**

**Achieve great things while you're still studying.**

## **Case Study:**

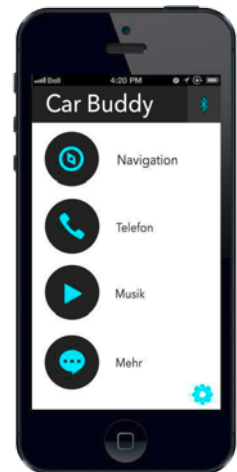
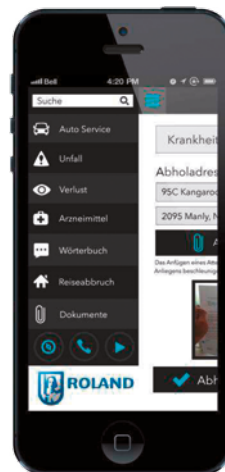
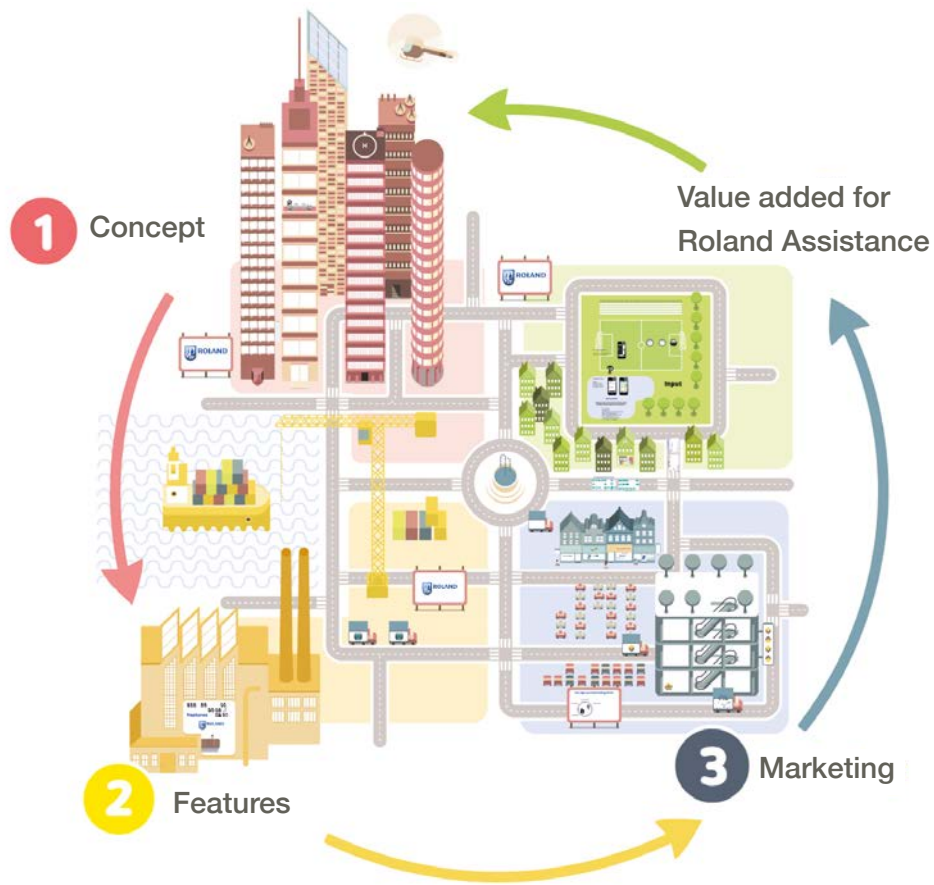
### **Why insurance needs an app**

Many businesses from all fields of management and services are partners of Macromedia University when it comes to undertaking projects, studies and analyses. Neither is it uncommon for concrete business models to come out of such projects.

Here is an example of a project: What service does insurance provide? And: What role do digital media play in the services an insurance offers to its customers, and through which it acquires new customers? This question was the focus of a project undertaken by Macromedia University students and Prof. Dr. Alyosh Agarwal for the insurance company Roland Insurance.

This involved analysing service requests and developing new processes and offers. Because communication with customers is increasingly digital and mobile, an app concept was developed which contained a variety of communication and service features.

Prof. Dr. Agarwal gave an account of the successful collaboration with the insurance company. At the company they were particularly impressed with the link made between digital and business skills: "All participants in the project were not only impressed with the particular view of the digital natives from Macromedia University, but also with how naturally they connected and supported business processes with digital media."



# Admissions

## Your entry requirements

### Your application at Macromedia University

The prerequisite for admission to a B.A. degree programme at Macromedia University is the general qualification for entrance to universities of applied sciences (the Abitur in Germany or an equivalent, recognised certificate).

- **Entrance qualification for German universities of applied sciences or equivalent**
- **TOEFL iBT\* or IELTS\*\*, equivalent qualifications may also be accepted, as applicable**
- **Curriculum vitae**
- **Letter of motivation**
- **Personal interview (optional)**

Apply online:  
[macromedia-university.com/application-international](http://macromedia-university.com/application-international)

Macromedia University is a partner of the University of Westminster and offers accredited joint programmes to gain a UK degree in Germany.

For further information please visit:  
[macromedia-university.com/westminster](http://macromedia-university.com/westminster)

If you have any questions, please contact our International Student Advisory Service to discuss further options (page 42).

\* at least 72 out of 120 points

\*\* at least 6 out of 9

# Locations

You will find us in these cities

### Munich

The cosmopolitan city with heart is not just famous for cars, insurance or football, but enjoys an excellent international reputation as a location for technology. In recent years Munich has also gained in importance in the media sector – the Bavarian metropolis is now, after New York, the most important city in the world for publishing. Macromedia University's site is also world famous: it's right on the Oktoberfest field.

Sandstraße 9, 80335 Munich, Germany

### Stuttgart

The Swabian metropolis is characterised by a tradition of strong small and medium-sized businesses as well as global corporations such as Bosch and Mercedes-Benz which offer excellent career opportunities. The Römerkastell has a real campus feel to it; Macromedia University is housed here, alongside event venues, start-ups and established businesses.

Naststraße 11, 70376 Stuttgart, Germany

### Freiburg

This city in the heart of Germany's picturesque Breisgau region is known as "Germany's Tuscany". Over 20 institutes of higher learning and research institutes like the Fraunhofer Institute and the Max Planck Institute characterise the city. Freiburg has established itself as a centre for high-growth industries with industrial and service enterprises of all types. Macromedia University of Applied Sciences is located in the district of Haslach, on the banks of the river Dreisam and just a 15-minute walk from Freiburg Main Station.

Haslacher Straße 15, 79115 Freiburg, Germany

### Cologne

Macromedia University's classrooms can be found in the centre of town and over the roofs of the Olivandenhof. The Carnival stronghold Cologne is one of the media and economic cities in Germany that is growing dynamically. Whether in the insurance industry or in the service sector, traditional businesses in the largest town in North Rhine Westphalia are constantly reinventing themselves and setting innovative trends, benefitting many more people and businesses than are actually established here.

Brüderstraße 17, 50667 Cologne, Germany

### Hamburg

The "pearl of the north" on the Elbe is considered the "creative capital", with its advertising agencies constantly taking the top spots in national as well as international competitions. Moreover, there are around 2000 multimedia businesses in Hamburg, Germany's second biggest city. Aside from this, Hamburg is also the centre of e-commerce: the Otto Group, the second largest online commercial enterprise worldwide, has its headquarters here. And in the middle of it all: Macromedia University at the centre of the city, situated between the high-end shopping mile and Alster.

Gertrudenstraße 3, 20095 Hamburg, Germany

### Berlin

Kreuzberg has always been on-trend – and that's exactly where you'll find Macromedia University in Berlin. As a national and international meeting place for creative professionals, the metropolis is in the same league as cities like New York, Shanghai, London or Barcelona. Recently, above all, the digital creative economy has virtually exploded around the German capital. An excellent basis for learning and living at Macromedia University's most international campus.

Mehringdamm 33, 10961 Berlin, Germany

# Tuition Fees

## An investment in your future

A degree course at a private university is an investment in your personal future. At Macromedia University you can expect to work with top class professors and notable partners from the industry. The officially recognised Bachelor's and Master's programmes will prepare you individually and in small groups for a successful career in the working world of tomorrow.

The study programmes at Macromedia University are not state-subsidised, so they must be financed exclusively through tuition fees. Our Student Advisory Service can give you information on the different kinds of grants and scholarships available.

### Examples of course fees for Bachelor of Arts study programmes

Students from countries belonging to the European Union

#### Media and Communication Design, Management

Payment, monthly:  
42 instalments of 840 € = 35,280 €

Payment per semester:  
7 instalments of 4,900 € = 34,300 €

Registration fee (one-time): 500 €

#### Media Management

Payment, monthly:  
42 instalments of 880 € = 36,960 €

Payment per semester:  
7 instalments of 5,150 € = 36,050 €

Students from countries which are not part of the European Union

#### Media and Communication Design, Management

Payment, monthly:  
42 instalments of 925 € = 38,850 €

Payment per semester:  
7 instalments of 5,400 € = 37,800 €

Registration fee (one-time): 750 €

#### Media Management

Payment, monthly:  
42 instalments of 975 € = 40,950 €

Payment per semester:  
7 instalments of 5,670 € = 39,690 €

Registration fee (one-time): 750 €

For further pricing models please contact our International Student Advisory Service (page 42).

Fees apply to course of studies for winter semester 2016/2017 and/or summer semester 2017.

Subject to modifications.



## Study with vision.

### A Master's degree is within reach.

Once you have achieved your 210 ECTS credits for the 7 semester Bachelor degree at Macromedia University, the door is open to you to transition directly to the subsequent Master's degree. Your demonstrable 210 ECTS credits meet the formal requirements for direct entry into our Master's programmes and can – without losing time by having to do the otherwise customary pre-semester – accelerate the start of your career. At the Macromedia University Graduate School, Master's programmes are offered in German and English.

“The objective of our Master's programmes is to qualify students in an optimum way for high level and managerial positions. At the Graduate School you will learn, with international perspective, all the skills and techniques you will need for professionally managing the media and processes of the future, and for managing staff competently.”

Prof. Dr. Jürgen Faust, Ph.D., President



Prof. Dr. Jürgen Faust, Ph.D.  
President  
Macromedia University of Applied Sciences

## CONTACT

# International Student Advisory Service

### Information about international programmes

#### Munich

+49 89 544151-0

#### WhatsApp

+49 176 15098602

#### Stuttgart

+49 711 280738-0

#### Web

[macromedia-university.com/student-advisory-service](http://macromedia-university.com/student-advisory-service)

#### Freiburg

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#### Cologne

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#### Hamburg

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#### Berlin

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#### Milan

Macromedia Information Centre Milan

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#youchange

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you change