

  
**HSD**

**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 expertise in the areas of communication, multi-media 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.

# SYLLABUS

## SEMESTERS 1-2

- Theory of Science and Research Methodology
- Communication Management
- Multimedia Management
- Market Management
- Marketing Controlling and Big Data
- Business Planning in New Markets

## 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 information on the contents of the study programme.

## Further Information

### Faculty contact:

Dean's Office at the Faculty of Business Studies

T +49 211 4351-2700

[dekanat.wirtschaftswissenschaften@hs-duesseldorf.de](mailto:dekanat.wirtschaftswissenschaften@hs-duesseldorf.de)

About the programme, admission requirements and application:

[wiwi.hs-duesseldorf.de/mkm](http://wiwi.hs-duesseldorf.de/mkm) (in German only)

## Get in Touch

### Admissions Office

[zulassung@hs-duesseldorf.de](mailto:zulassung@hs-duesseldorf.de)

[hs-duesseldorf.de/zulassungsstelle](http://hs-duesseldorf.de/zulassungsstelle) (in German only)

### Student Advisory and Counselling Service (ZSB)

[studienberatung@hs-duesseldorf.de](mailto:studienberatung@hs-duesseldorf.de)

[hs-duesseldorf.de/zsb-en](http://hs-duesseldorf.de/zsb-en)

### International Office (IO)

[international-office@hs-duesseldorf.de](mailto:international-office@hs-duesseldorf.de)

[hs-duesseldorf.de/io-en](http://hs-duesseldorf.de/io-en)

### Family Support Centre

[familienbuero@hs-duesseldorf.de](mailto:familienbuero@hs-duesseldorf.de)

[hs-duesseldorf.de/fam-en](http://hs-duesseldorf.de/fam-en)

### Office of Counselling and Disability Services (ABS)

[barrierefrei@hs-duesseldorf.de](mailto:barrierefrei@hs-duesseldorf.de)

[hs-duesseldorf.de/abs-en](http://hs-duesseldorf.de/abs-en)

### Psychological Counselling Service (PSB)

[info.psb@hs-duesseldorf.de](mailto:info.psb@hs-duesseldorf.de)

[hs-duesseldorf.de/psb-en](http://hs-duesseldorf.de/psb-en)

## HSD Invites You

Visit us! Join courses during our yearly trial week (*Schnupperstudium*) and attend our information events (e.g. *Tag der offenen Tür*, *Hochschulinformationstage*, *Wochen der Studienorientierung*).

Information on all events (in German only):

[hs-duesseldorf.de/zsb\\_veranstaltungen](http://hs-duesseldorf.de/zsb_veranstaltungen)

HSD on social media  
[facebook.de/hsduesseldorf](https://facebook.de/hsduesseldorf)  
[instagram.com/hsduesseldorf](https://instagram.com/hsduesseldorf)

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