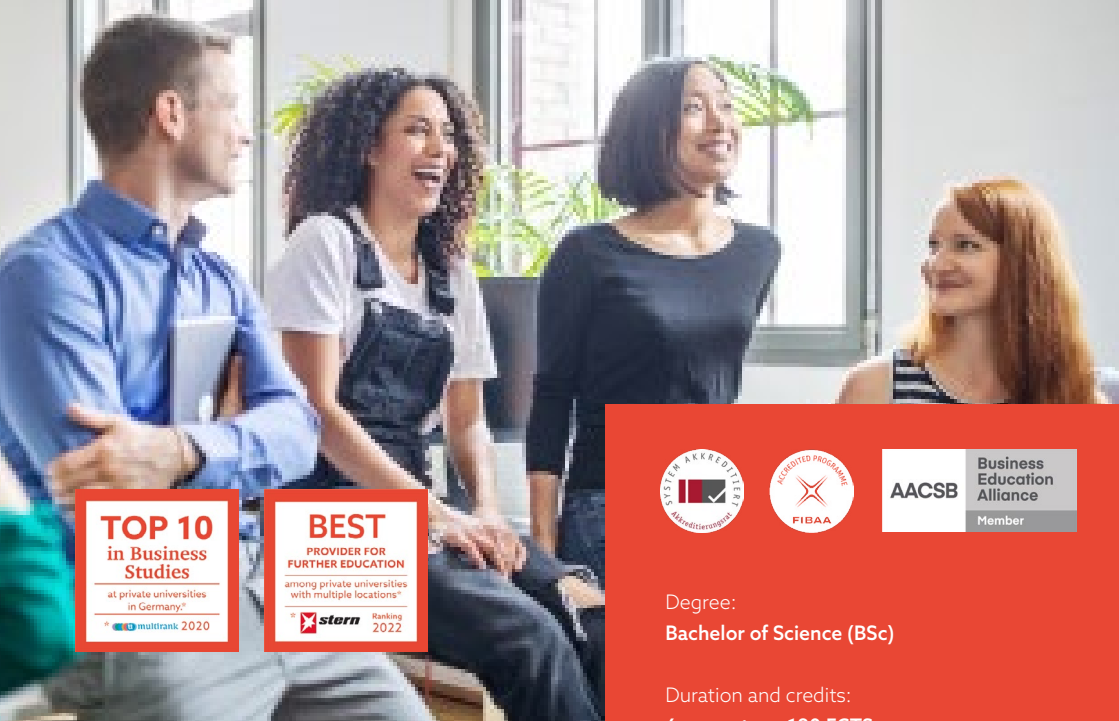




# Study **Digital Media & Marketing, BSc** at the UE

Become a digital pioneer and help shape the future  
with a degree in Digital Media & Marketing.



**TOP 10**  
in Business  
Studies

at private universities  
in Germany.\*

\* multitransk 2020

**BEST**

PROVIDER FOR  
FURTHER EDUCATION

among private universities  
with multiple locations\*\*

\*\*\* **stern** Ranking  
2022

## Why UE?

Media Communications and Management have a long tradition at the University of Europe for Applied Sciences (UE). From blockchain to virtual reality to artificial intelligence, media and marketing managers are helping to shape future trends. To ensure our students become visionary leaders in these areas, as well as subjects such as big data, Internet of Things, transnational PR, voice marketing, and programmatic advertising, UE has designed a degree that will provide them with expert knowledge that helps them stay ahead of their competitors.

Our professors teach hands-on content directly from real-life examples, with topics ranging from the production of digital content and basic modules in the field of business to the newer blockchain technology and virtual reality. The modern on-campus equipment allows you to manage a simulated social media crisis or to use our audio and TV studios to create content for digital formats.



Degree:

**Bachelor of Science (BSc)**

Duration and credits:

**6 semesters, 180 ECTS**

Start:

**Summer semester - March**

**Winter semester - September**

Languages:

**German (Hamburg, Iserlohn)**

**English (Hamburg, UE Innovation Hub)**

Locations:

**Hamburg, UE Innovation Hub and Iserlohn**

Admission requirements:

- **100% completed Online application form**
- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport (scanned)**
- **Motivation letter (min. 500 words)**
- **Admission test**

**Apply now**



## Perspectives at the UE

Digital Media & Marketing can be studied in German in Iserlohn and Hamburg as well as in English in Hamburg and at the UE Innovation Hub in Potsdam near Berlin. Regardless of the language, students benefit from an international orientation of the courses via a semester abroad as well as specific practical modules that prepare them for the industry.

Our graduates work in areas such as PR and media production, as digital marketing managers or heads of social. This Bachelor course is regularly re-accredited to adapt to a constantly changing job market.

## All advantages at a glance

- Interdisciplinary study in English or German
- Unlimited access to production technology, studios and tools (e.g. AdsManager and Talkwalker)
- Additional selectable specialisations (e.g. specialisation in eSport studies)
- Practice-oriented teaching by experts from science and industry
- Individual support in small learning groups
- Development of an international network and contacts via our collaboration partners
- Support with applications and job placement through our Career Dev. Centre
- Foundation Diploma: be optimally prepared for our Bachelor's study programme. Gain all skills needed and improve your english level to meet the admission requirements in just one semester and start your Bachelor's degree. The semester fee for the Foundation Diploma will be rewarded as a credit for the 6th semester fee of your Bachelor's programme.

## Short Curricula

1st - 2nd semester	3rd - 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> <li>• Introduction to Media Management</li> <li>• Introduction to Marketing, Sales &amp; CRM</li> <li>• Business English Course</li> <li>• Focus: Conception of marketing strategies, introduction to digital and media communication</li> <li>• Teaching business administration skills</li> <li>• One specialisation module per semester, in-depth module possible (e.g. eSports studies)</li> </ul>	<ul style="list-style-type: none"> <li>• The focus is on the creation and production of digital content, digital transformation and the sound teaching of legal basics</li> <li>• Other modules include: Experimental Media, Reputation &amp; Crisis Management, Media Production</li> <li>• One specialisation module per semester possible (e.g. eSports Studies)</li> </ul>	<ul style="list-style-type: none"> <li>• Internship or semester abroad</li> </ul>	<ul style="list-style-type: none"> <li>• Internship, Bachelor's thesis and preliminary modules</li> <li>• Bachelor Thesis and Colloquium</li> </ul>

For more information, please reach out to your personal advisor.

# Contact

## **Student Admissions for enquiries from applicants and prospects from Germany**

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