

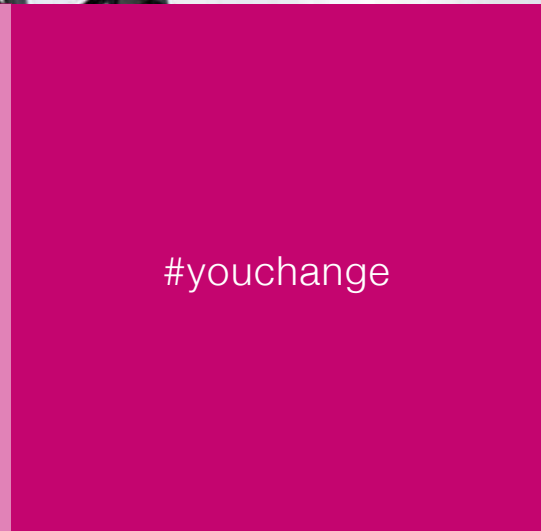
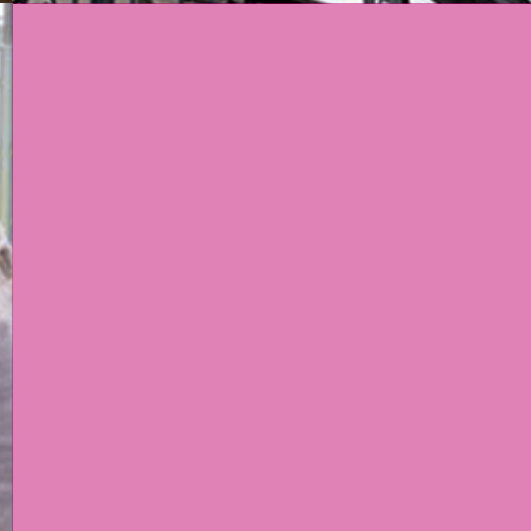
Bachelor International Courses of Study Macromedia University

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



#youchange



**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. At any rate, we can 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 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

A handwritten signature in black ink, appearing to read 'C. Kolo'.

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



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

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.

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ENG: Study in English language

Welcome to the university dedicated to shaping the digital revolution

Highly dynamic digital technologies are constantly reshaping society and industry. How can you carve your career path right now to anticipate how things will develop? How can you identify and use opportunities for change? These are just two of the questions about the world of global media and business that Macromedia University of Applied Sciences answers.

With around 80 professors and more than 2,600 students in Munich, Stuttgart, Freiburg, Cologne, Hamburg and Berlin, privately run Macromedia University is one of the leading universities in Germany to offer practice-oriented programmes in management, media management, journalism, design, film and television. Technology-driven innovations lie at the heart of our teaching. Media expertise is crucial for seizing customers' attention in Work Environment 4.0, creating new brand

experiences and identifying innovative business models. We use state of the art media labs, virtual reality, augmented reality, drones and 360-degree cameras to bring the digital revolution to life for our students.

At Macromedia University, our students are taught by professors from the day they register right through to their graduation ceremony. This makes Macromedia University very different from other education providers, who, although running bachelor and master programmes, do not possess university status or employ professors.

We are particularly proud of the attitude we instil in students by the time they graduate – a positive approach to dealing with change. We are the university dedicated to shaping the digital revolution. #youchange



Good reasons for studying at Macromedia University

What you can expect

Theory and practice. Learn from and with experts.

Besides developing a sound theoretical, academic basis, it will be important for your future career to have tried putting what you have learned into practice. To ensure this, all our professors possess both a strong academic background and close ties with the real world. You will acquire practical experience in a large number of authentic projects during your course – both inside and in collaboration with various companies. During your practical semester in particular, you will learn in a reputable company how to put your newly acquired knowledge to good practical use. Macromedia University collaborates with numerous household names such as Red Bull, Sky and Siemens to this end.

Go international. Your semester abroad.

Make the most of Macromedia University's international outlook and spend your semester abroad at one of our partner universities in the global 5CU network. At these prestigious universities you will gain valuable experience and an international outlook on media, management and approaches to design, while also refining your knowledge of the local language. We have partnerships with universities in Australia, Spain, the United States and Thailand, among other countries. Further information is available on our website.

We are continuously expanding our international university partnerships as part of the 5CU network. An up to date list is maintained online at macromedia-university.com.

Contacts and expertise. Excellent career opportunities.

Studying at Macromedia University sets you on the path to success from day one. From the very first semester, you reap major rewards from our campuses based in the major commercial hubs of Munich, Stuttgart, Freiburg, Cologne, Hamburg and Berlin, and start forging important contacts with companies and project partners that you will get to expand and intensify during your practical semester and study abroad. Throughout your entire course, our Careers Service supports you in setting your own professional focus. Your bachelor's degree at Macromedia University opens doors for you all over the world, as graduates already inspired by global experience are highly sought-after on the employment market. The world offers you endless opportunities – so seize them!

Add-on degree from the University of Westminster

Macromedia University has close relations with the four campuses of the University of Westminster in London, which was founded in 1838. As a result, the students on our English language courses can obtain two bachelor degrees during their 7-semester bachelor's course at the Macromedia campuses throughout Germany: a B.A. (Hons) from the University of Westminster in addition to the B.A. from Macromedia University. Both are officially recognised qualifications. After successfully completing 6 semesters towards your bachelor's degree at the University of Westminster, you can go on to complete an additional semester worth 30 ECTS at Macromedia University. This combined study model equips you with two internationally recognised and accredited university degrees. You just need to write a bachelor thesis during your 6th semester.

PARTNERS IN THE INDUSTRY (EXTRACT)



International Courses of Study

Macromedia University

Media School

Media Management B.A.

Journalistik B.A.

Media and Communication Management ENG (B.A.)
Medien-und Kommunikationsmanagement GER (B.A.)
Entertainmentmanagement GER (B.A.)
Eventmanagement GER (B.A.)
Markenkommunikation und Werbung GER (B.A.)
Medien- und Werbepsychologie GER (B.A.)
Musikmanagement GER (B.A.)
Sportmanagement GER (B.A.)

Journalismus GER (B.A.)
Fashion Journalismus GER (B.A.)
PR und Corporate Communication GER (B.A.)
Sportjournalismus GER (B.A.)

School of Creative Arts

Film and Television B.A.

Design B.A.

Film Directing ENG (B.A.)
Regie GER (B.A.)
Kamera GER (B.A.)
Postproduktion GER (B.A.)
Produktion GER (B.A.)

Media and Communication Design ENG (B.A.)
Medien und Kommunikationsdesign GER (B.A.)
Animation GER (B.A.)
Design Management GER (B.A.)
Digital Experience Design GER (B.A.)
Game Design GER (B.A.)

Business School

Management B.A.

International Management ENG (B.A.)	Fashion Management ENG (B.A.)
International Management GER (B.A.)	Fashion Management GER (B.A.)
Finanzmanagement und Controlling GER (B.A.)	Tourismusmanagement GER (B.A.)
Marketing Management GER (B.A.)	Wirtschaftspsychologie GER (B.A.)

International study options at Macromedia University

Study and make contacts abroad

Nowadays, thinking and acting globally lies at the heart of many companies' strategy. Foreign experience has therefore become an absolute must in every young professional's career profile. Many of our graduates have found that their time abroad during their course has made all the difference when applying for jobs. Not only do they have an excellent command of languages, but their semester abroad also demonstrates an interest in intercultural exchange, a global outlook and dedication to their future career.

In the bachelor's course at Macromedia University, we teach students the relevant methods and tools to embrace the digital revolution in the working environment – which also involves instilling them with the confidence to perform in an international environment.

The university maintains excellent relationships with an international network of universities across all the continents. These are all carefully chosen, prestigious universities with an outstanding reputation and impeccable references. We are constantly expanding our international network of universities.

The current list can be found at macromedia-university.com

Semester abroad worth 30 ECTS

A special feature of the bachelor's course at Macromedia University is the integral semester abroad at one of our foreign partner universities.

To make the optimum use of your time abroad and earn a valuable 30 ECTS, you will be taught using our own curriculum at your guest university. The course content and teachers involved meet Macromedia University's stringent requirements. We maintain academic control and coordinate the programmes – to the highest quality standards.

This makes the semester abroad an accredited study period, which perfectly rounds off the bachelor course to give a total of 210 ECTS.

You will be advised and mentored by Macromedia University's professors both before and during the semester abroad.

International Office

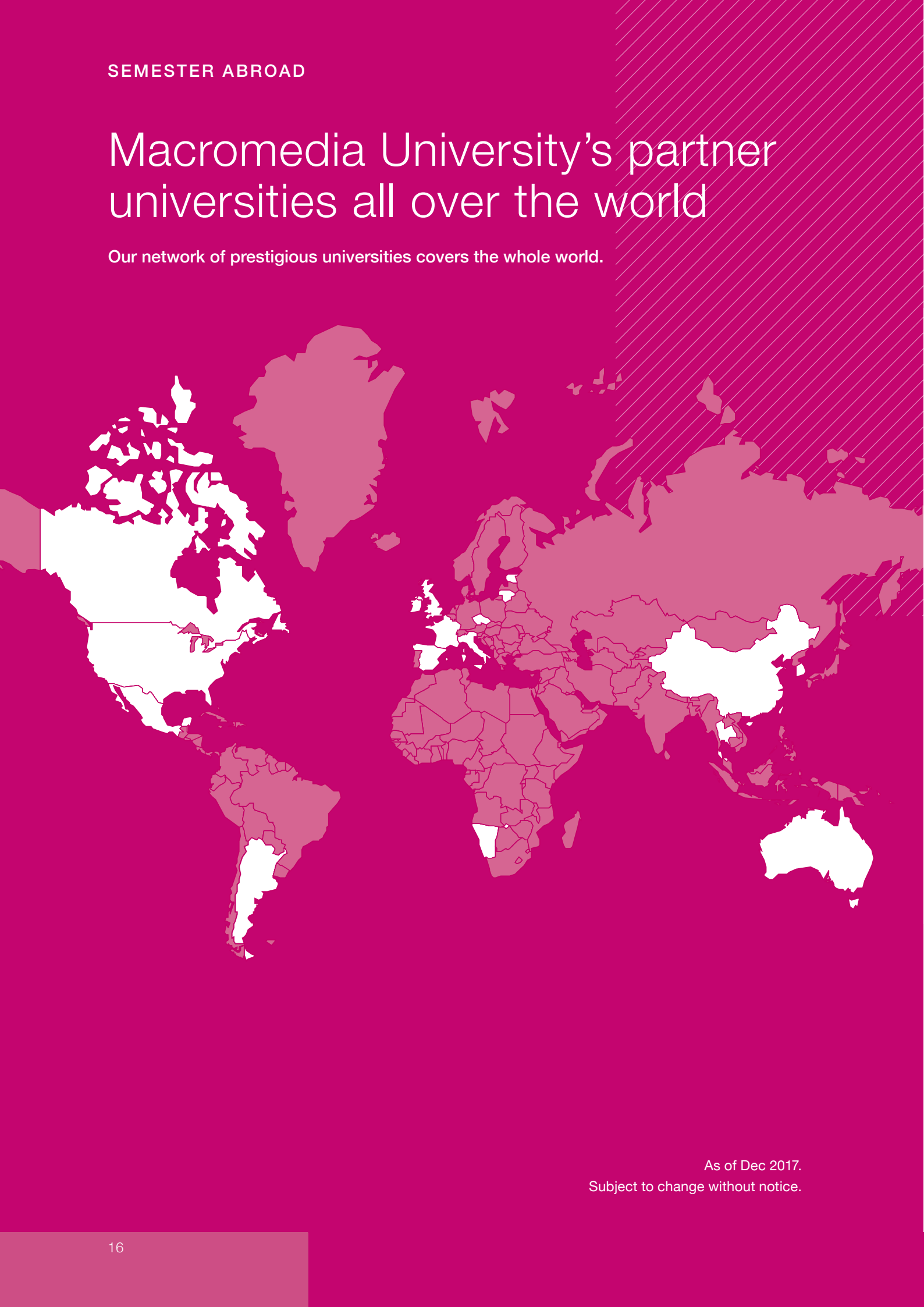
Macromedia University's International Office is there to handle any organisational issues and is always happy to assist in any way it can. The staff there can help with advice on finding accommodation and planning your time abroad.

Benefits of the semester abroad

- Accredited semester abroad (30 ECTS)
- Bachelor's degree with 210 ECTS
- Foreign experience to help launch career
- Prestigious partner universities
- Establishing international contacts
- Support from the International Office
- Unforgettable time with friends

Macromedia University's partner universities all over the world

Our network of prestigious universities covers the whole world.



As of Dec 2017.
Subject to change without notice.

Africa	Namibia	University of Namibia
America	Argentina	Universidad Austral
	Canada	Vancouver Island University
	Mexico	Tecnológico de Monterrey
	United States	California State University Channel Islands National University
Asia	China	Beijing Foreign Studies University
	South Korea	Kwangwoon University Seoul School of Integrated Sciences and Technologies
	Thailand	Chulalongkorn University Stamford University
Europe	Czech Republic	University of New York in Prague
	Estonia	Tallinn University – Baltic Film, Arts, Media and Communication School
	France	Paris School of Business
	Ireland	Griffith College
	Italy	LIUC Università Cattaneo
	Lithuania	Vilnius College of Design
	UK	University of Greenwich University of Westminster
	Spain	Universidad Francisco de Vitoria EUSA Sevilla
Oceania	Australia	Curtin University Monash University International College of Management
Special partner	France, Italy & UK	Istituto Marangoni

Understanding, creating and managing media

Media affect every day of our lives – above all the digital media. We will help you to learn a new, future-focused definition of media management and journalism.

From media consumer to media-maker

Macromedia Media School's courses in Media Management and Journalism cover not just theory, but predominantly the practical skills required to understand, create and manage media. After 7 semesters (including the semester abroad), you will graduate from your course with an internationally recognised Bachelor of Arts degree.



Prof. Florian Haumer, Vice Dean – Head of the Media School

"The demand for communications that go beyond entertainment to also provide information, explanations and teaching will continue to increase. At our university and with our help, you will grow into a communications professional adept in these processes, thus securing the optimum criteria for forging a successful future – on the international stage, if you so wish."

MEDIA MANAGEMENT (B.A.)

- Media and Communication Management | ENG (B.A.)
- Medien-und Kommunikationsmanagement | GER (B.A.)*
- Entertainmentmanagement | GER (B.A.)
- Eventmanagement | GER (B.A.)*
- Markenkommunikation und Werbung | GER (B.A.)
- Medien- und Werbepsychologie | GER (B.A.)
- Musikmanagement | GER (B.A.)*
- Sportmanagement | GER (B.A.)*

JOURNALISTIK (B.A.)

- Journalismus | GER (B.A.)
- Fashion Journalismus | GER (B.A.)
- PR und Corporate Communication | GER (B.A.)
- Sportjournalismus | GER (B.A.)

*Study in either 6 or 7 semesters

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



Media Management

Evolve from a media consumer into a media maker and shape the future first-hand as a media manager – on the national and international stage.



Understanding and designing media

Checking our smartphone is the first thing we do in the morning, then our whole day is spent surfing the internet, posting videos on YouTube, dabbling with our playlists on Spotify and sharing photos on Instagram. Don't just be on the receiving end – play your very own part in shaping 21st-century communications. Turn media and communications into your profession and learn from the best in the industry at our university. The course in Media Management covers the economic, legal and technical aspects of this field as well as creative work and design. You will learn how to plan, organise and manage future-focused media concepts. You will spend about half of the course focusing on your chosen specialism. Based on a solid foundation of knowledge and core academic skills, the expertise you have acquired by the time you reach graduation positions you perfectly for managerial and high-level posts in the media industry and related sectors. In this era of mediatisation, media managers are called for in almost every line of business.

Potential careers for graduates:

- Online Marketing Manager
- Social Media Manager
- Brand Manager
- Customer Experience Manager
- Marketing Manager
- Project Manager
- Sports Manager
- Events Manager
- Artists & Repertoire Manager

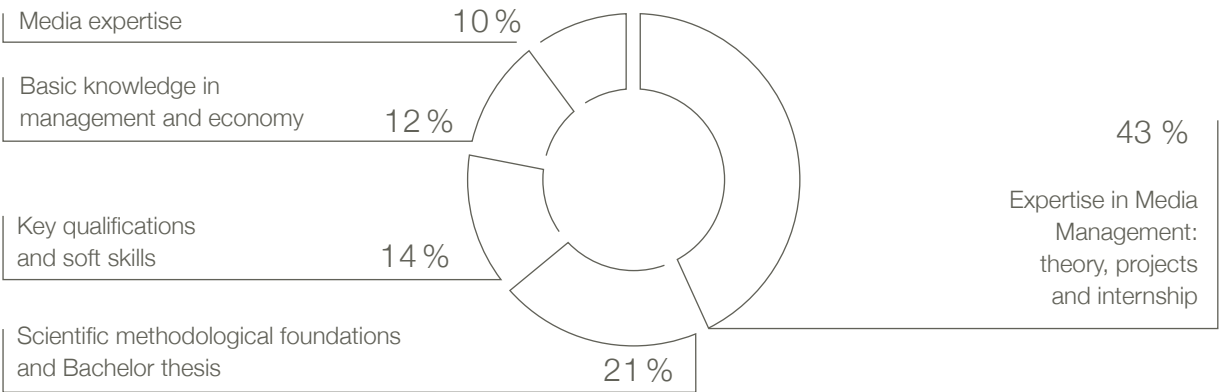
SEMESTER OVERVIEW

210 ECTS

1 30 ECTS	Language Proficiency and Intercultural Sensitivity Academic Writing and Research Basics of Business Administration Accounting and Basics of Finance Editorial Design Audio-visual Media
2 30 ECTS	Basics of Law Empirical Research and Statistics Management Concepts Media Economics and Politics Online Media 1 module of course specialisation
3 30 ECTS	Semester Abroad Intercultural Communication Project Management Business Planning Marketing Interdisciplinary Project
4 30 ECTS	Media and Communication Theories Orientation Project 3 modules of course specialisation
5 30 ECTS	Digital Technologies Strategy and Organisation Focus Project 2 modules of course specialisation
6 30 ECTS	Internship Communication Skills Student Initiative Project
7 30 ECTS	Entrepreneurship Advanced Research Methods Media Management Current Issues in Media Management Bachelor Thesis



COMPOSITION OF DEGREE COURSE
(IN TERMS OF ECTS CREDITS)



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



Media and Communication Management | ENG (B.A.)

Worldwide, connected and digital – media in the global market

Strategies for global success

Media and Communication 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 world-wide 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 and public relations. The course equips you with the perfect spread of expertise to launch a successful international career as a media professional following graduation.

Get your additional degree

Study Media and Communication Management at Macromedia University to graduate with the BA (Hons) of the University of Westminster and optionally with an additional B.A. of Macromedia University. Your benefit: You write only one BA thesis and receive two internationally recognised degrees. Our study advisors will be glad to answer your questions.

MODULES OF COURSE SPECIALISATION

- Understanding Media & Communication
- Strategic Corporate Communication
- Campaigning and Crossmedia
- Advertising Psychology
- In-House Communication and Corporate Media
- Special Topics in Media and Communication Management



POTENTIAL CAREERS (M/F) WITH THIS B.A.

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

Projects

Practical and collaborative projects completed by students in our bachelor's programmes.



Red Bull: Study of brand image and cross-media brand transposition



Sky: Extending customer services in social media



Social media marketing for a groceries start-up



Sales strategies for DIE ZEIT newspaper in Hamburg

More on [macromedia-university.com](https://www.macromedia-university.com) or contact us via WhatsApp on +49 176 15 098602

Creativity for the future

We are surrounded by visual content. The visual and emotional impact of moving images and the durability of good design lie at the heart of our studies.

Creating images and letting images spring up in your mind

In the courses in Design and Film and Television run by Macromedia University's School of Creative Arts, you will not just study theory, but focus as well on developing hands-on design skills – whether for use in the various media or in designing and realising visual experiences. After 7 semesters (including the semester abroad), you will graduate from your course with an internationally recognised Bachelor of Arts degree.



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

"Our approach to teaching design provides comprehensive, interdisciplinary studies to prepare you for the challenges that will emerge for the designers of tomorrow. We empower you to become a versatile all-rounder with specialist expertise covering the entire spectrum of visual communications."

FILM AND TELEVISION (B.A.)

- Film Directing | ENG (B.A.)
- Regie | GER (B.A.)
- Kamera | GER (B.A.)
- Postproduktion | GER (B.A.)
- Produktion | GER (B.A.)

DESIGN (B.A.)

- Media and Communication Design | ENG (B.A.)
- Medien und Kommunikationsdesign | GER (B.A.)
- Animation | GER (B.A.)
- Design Management | GER (B.A.)
- Digital Experience Design | GER (B.A.)
- Game Design | GER (B.A.)

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



Film and Television

Script writers, cinematographers and film editors – learn from practitioners in the field how to depict subject matter and bring images and dialogues to life that touch people’s emotions.



Classic feature films, story lines and documentary studies

The course in Film and Television combines a range of classic art, design and communication forms. You will be taught a mixture of broad theoretical knowledge and practical film-making skills focusing on the very latest developments in the sector. In our programme, you venture way beyond the lecture theatre to learn from experienced film-makers in the field. You will be encouraged to explore your personal strengths and specialist leanings during the first few semesters before moving on to develop your profile by studying the specialist spheres of your choice in greater detail. One of the key components and true highlights of the course is the fortnight-long film shooting workshop during the second semester. Then in the sixth semester you get the chance to spend almost five months applying the knowledge you have gained on the course in practice. Whether feature films, documentaries or short films; adverts, videos or music clips – studying at Macromedia University prepares you impeccably to assume the specialist role of your choice in the world of film and television.

Potential careers for graduates:

- Director
- VFX Director
- VFX Artist
- VFX Producer
- Cinematographer
- Film Editor
- Producer

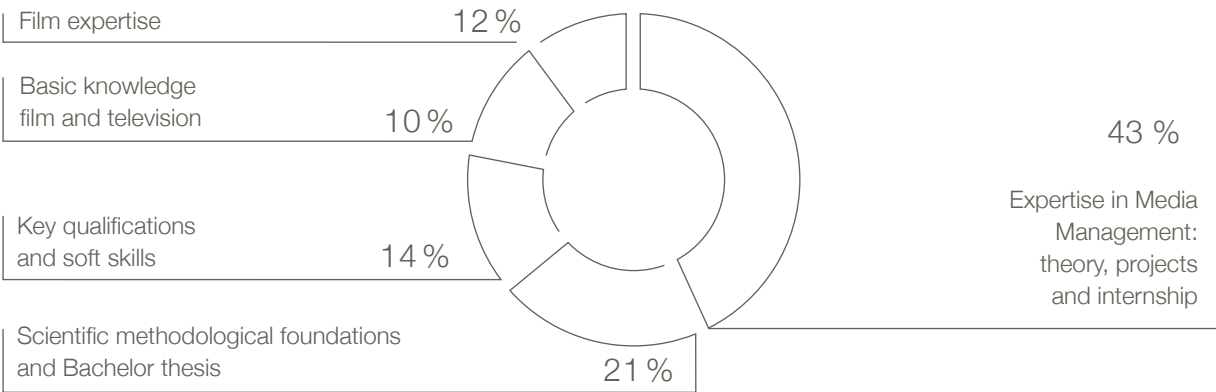
SEMESTER OVERVIEW

210 ECTS

1	Language Proficiency and Intercultural Sensitivity Foundations of Sound, Lighting and Videography Script, Screen-play and Dramaturgy Film History Filmic Experimentation Audiovisual Media
30 ECTS	
2	Academic Writing and Research Workshop Shooting Video Editing Basics Studio Project Documentary Formats 1 module of course specialisation
30 ECTS	
3	Semester Abroad Intercultural Communication Project Management Methods and Principles of Audio Visual Media Interdisciplinary Project
30 ECTS	
4	Foundations of Production and Law Orientation Project 3 modules of course specialisation
30 ECTS	
5	Digital Technologies Storytelling Focus Project 2 modules of course specialisation
30 ECTS	
6	Internship Communication Skills Student Initiative Project
30 ECTS	
7	Entrepreneurship Advanced Aspects of Film Production and Law Current Topics in Film and Television Graduation Film Bachelor Thesis
30 ECTS	



COMPOSITION OF DEGREE COURSE
(IN TERMS OF ECTS CREDITS)



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



FILM AND TELEVISION

Film Directing | ENG (B.A.)

The art and craft of bringing a story to life

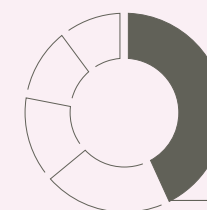
Heart of the action

There is one thing directors do best – everything. They are the multi-talented forces in charge of bringing a film to life, whether it's destined for the big screen, TV, the Internet or mobile media. They collaborate with actors and film crews to realise their visions of the atmosphere, emotions and effects that the film should evoke. And because this always takes teamwork, directors must know just as much about other technical and design fields in order to optimise collaboration with areas such as set design, camera, costume, production, post-production and sound. Directors guide a film through all the stages of its creation. They translate pages of text in a screenplay into the scenes of a film, incorporating not only the storyline but always also their own interpretation, personality and experience. In this way, directors join forces with the other creative departments in the team to make a plethora of decisions regarding the setting, locations, atmosphere and look of a film and the images that will convey the story.

This specialist course in directing teaches you all the creative, artisan and technical skills required to create factual or fictional films at the same time as making both imaginative and competent decisions. We will help you learn the entire spectrum of film and TV directing and equip you for a career in numerous fields of the industry, which includes the constantly increasing opportunities in the advertising film sector.

MODULES OF COURSE SPECIALISATION

- Fundamentals of Directing
- Script Analysis
- Production
- Creative Writing
- Staging, Blocking, Image Resolution
- Special Topics in Film Directing



43 %
Film Directing
degree course:
theory, projects and
internship

POSSIBLE CAREERS WITH THIS B.A.

- Director (m/f)
- Assistant Director (m/f)
- Editor (m/f)
- Acting Coach (m/f)
- Creator (m/f)
- Creative Consultant (m/f)

Projects

Practical and collaborative projects completed by students in our bachelor's programmes.



FC Bayern Munich: Image film for the city and its football club



Bavarian Film and Television Fund:
Short film "Bread and olives"



DOK.fest Munich: Vlog for the International Documentary Film Festival



Porsche Award: Spec commercial
"People's Car" for VW

More on [macromedia-university.com](https://www.macromedia-university.com)
or contact us via WhatsApp on
+49 176 15 098602

Design

Spread your creative wings and construct images that inspire audiences.

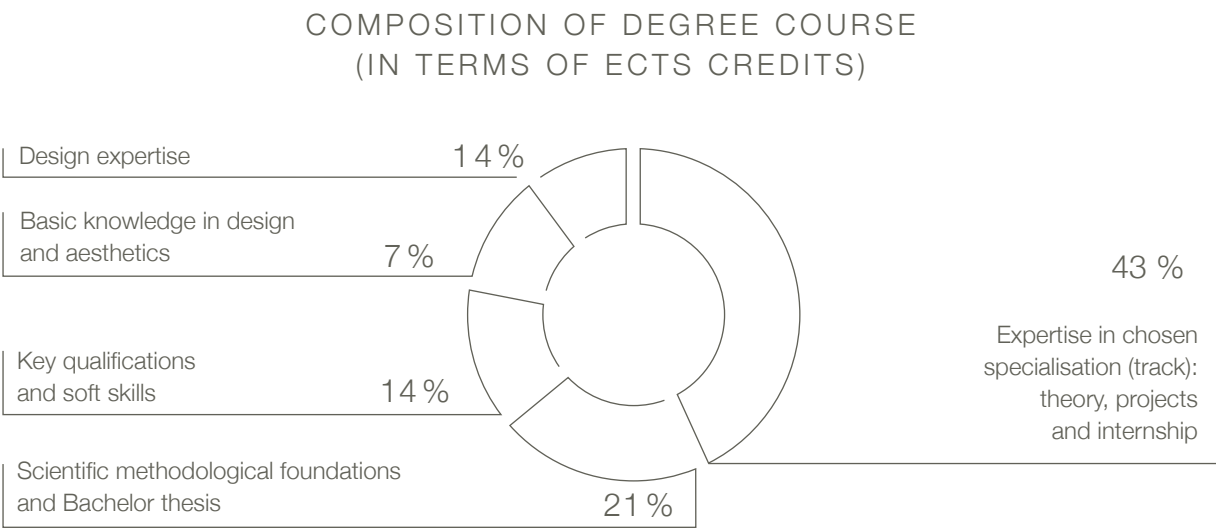


Shape the future

Studying design unlocks an exciting and vast spectrum of opportunities to play a professional role in the media world of today and tomorrow. The demands placed on designers are both complex and fascinating, as the wide range of media and information requires them not only to keep on conjuring up new ideas, but also to maintain a clear conceptual focus and apply a process-led work methodology. On our course, students learn to turn multi-faceted subject matter into images and stories in various media channels in a way that appeals to users' and audiences' emotions and thus imprints enduring messages in their minds. You will spend about half of the course focusing on the metier of your choice to become a genuine specialist. Intensive interaction with practitioners in the sector and authentic study projects are as integral to the course as acquiring a sound theoretical basis. Upon graduation, the entire world of media awaits you. You will possess the best possible credentials founded in curiosity, an open mind, artistic creativity and excellent powers of visual imagination.

Potential careers for graduates:

- Screen and Interface Designer
- Web and Interaction Designer
- User Experience Designer
- Social Media Designer
- Art Director
- Creative Director
- Service Designer
- Games Designer



SEMESTER OVERVIEW

210 ECTS	1	Language Proficiency and Intercultural Sensitivity Screenplay and Dramaturgy Innovation by Design Formal Theory of Design Editorial Design Audiovisual Media
	30 ECTS	
	2	Academic Writing and Research History of Art and Design Advanced Formal Theory of Design Information and Communication Design Design and the Theory of Aesthetics 1 module of course specialisation
	30 ECTS	
	3	Semester Abroad Intercultural Communication Project Management Visual and Motion Interaction and Interface Design Interdisciplinary Project
	30 ECTS	
	4	Semiotic Studies and Information Design Orientation Project 3 modules of course specialisation
	30 ECTS	
	5	Digital Technologies Storytelling Focus Project 2 modules of course specialisation
	30 ECTS	
	6	Internship Communication Skills Student Initiative Project
	30 ECTS	
	7	Entrepreneurship Design Methods and Models Design Science and Research Bachelor Thesis
	30 ECTS	

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





DESIGN

UNIVERSITY OF
WESTMINSTERMedia and Communication
Design | ENG (B.A.)

Master the future of communication

**“Only one company can be the cheap-
est – the others have to use design”****Rodney Fitch**

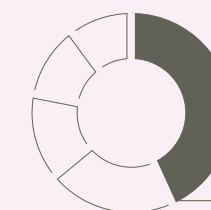
The BA Media and Communication Design course aims to educate the design professionals of the future. As a result, the programme will focus on innovation, creativity, interdisciplinarity and entrepreneurship in an international context. It will focus on mobile, online, print and cross-media, as a reaction 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 and a team player, and you will be provided with the necessary interdisciplinary skills to ensure employability in a professional learning environment.

Get your additional degree

Study Media and Communication Design at Macromedia University to graduate with the BA (Hons) of the University of Westminster and optionally with an additional B.A. of Macromedia University. Your benefit: You write only one BA thesis and receive two internationally recognised degrees. Our study advisors will be glad to answer your questions.

MODULES OF COURSE SPECIALISATION

- Fundamentals of Animation and Modeling
- Fundamentals of GUI
- Communication Design
- VFX, Motion Design
- User Experience Design
- Special Topics in Media and Communication Design



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

POSSIBLE CAREERS WITH THIS B.A.

- Web and App Designer (m/f)
- Visual Designer (m/f)
- Junior Art Director (m/f)
- Visual Designer (m/f)
- Editorial Designer (m/f)
- Graphic Designer (m/f)
- Social Media Designer (m/f)
- Digital Illustrator (m/f)
- User Experience Designer (m/f)
- Design Entrepreneur (m/f)
- Screen and Interface Designer (m/f)

Projects

Practical and collaborative projects completed by students in our bachelor's programmes.



Renault: Communications campaign for the Renault ZOE



BEETHOVEN
Violinkonzert
DVOŘÁK
9. Symphonie »Aus der Neuen Welt«

VENGEROV, Dirigent und Violine

Sonntag
30_04_2017 11 Uhr
Dienstag
02_05_2017 20 Uhr
Mittwoch
03_05_2017 20 Uhr

**PHILHARMONIE
IM GASTEIG**
mphl.de
089 54 81 81 400



Munich Philharmonic Chamber
Orchestra: Digital concert posters



European Space Agency: Virtual-reality-based educational seminars on the Rosetta space probe



Panik City: Virtual-reality concepts for the Udo Lindenberg Museum

More on macromedia-university.com
or contact us via WhatsApp on
+49 176 15 098602

Ready yourself for tomorrow's management needs

Media strategy plays a key role in the success of any company's value creation process. Intelligent management strategies based on digital processes lead the way forward in Industry 4.0.

Understanding and designing digital processes and management

Macromedia University's Business School provides eight specialist options as part of its management courses. Students choose one of these disciplines.



Prof. Jochen Pampel, Vice Dean – Head of the Business School

"Following my academic career and exciting years working as a manager in a global auditing and consultancy firm, in recent years I have had the chance to observe from a business perspective how digitalisation generates innovative business models. I am now delighted to pass on this wide range of experiences. Macromedia University is a perfect arena for doing this, as everything focuses on the well-rounded practical development of up and coming young talent."

MANAGEMENT (B.A.)

- International Management | ENG (B.A.)
- Fashion Management | ENG (B.A.)
- International Management | GER (B.A.)
- Fashion Management | GER (B.A.)
- Finanzmanagement und Controlling | GER (B.A.)
- Marketing Management | GER (B.A.)
- Tourismusmanagement | GER (B.A.)
- Wirtschaftspsychologie | GER (B.A.)

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



Management

Gain a thorough understanding of new business models in the 21st century environment. Start developing the concepts today that will determine how trade, management and organisations function tomorrow.

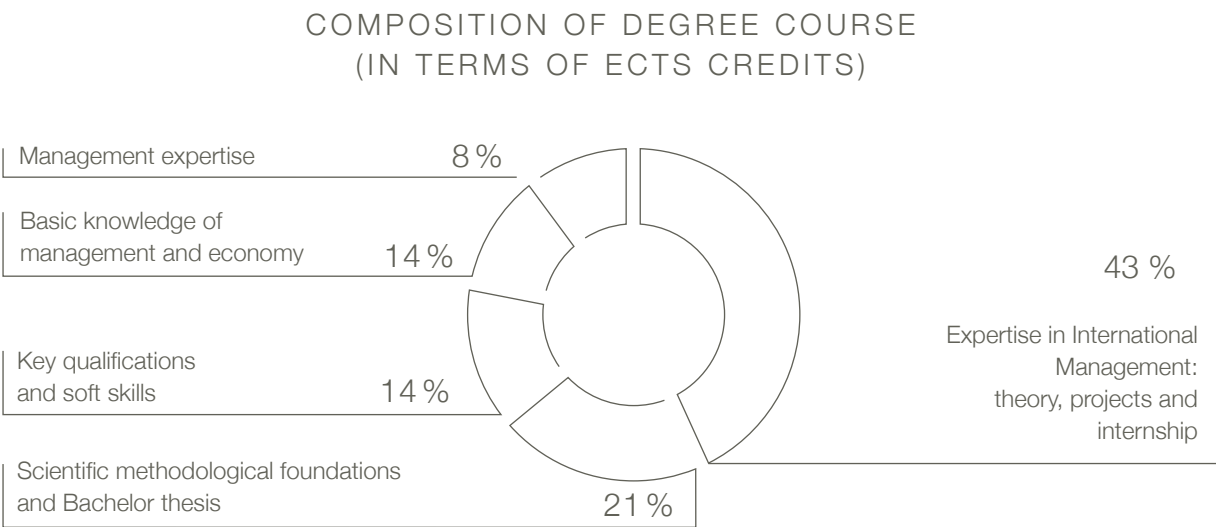


Managers of the future

Modern day life is becoming increasingly mobile, digital and global. Anyone seeking business success nowadays must observe media-dominated developments like a hawk and fully command the new rules of the game. We have tailored our future-focused management course to reflect this. This business studies course is designed to encourage, inspire and guide you on your way to becoming a manager of the future. Part I of the course will equip you with a solid foundation in the core subjects. You will benefit throughout from our broadly based digital expertise, which originates from our first-hand experience in the media industry. Later on in the course, we then offer you a choice of eight disciplines to specialise in. You will spend about half of your course focusing on your chosen speciality and honing your expertise. In this way, we help you unlock the door to a successful career as a manager.

Potential careers for graduates:

- International Marketing Manager
- Product Manager
- Inter-cultural Communications Manager
- Strategic Planner
- Fashion Brand Manager
- Controller
- Tourism Manager
- Supply Chain Manager
- Business Consultant



SEMESTER OVERVIEW

210 ECTS	1	Language Proficiency and Intercultural Sensitivity Academic Writing and Research Basics of Business Administration Accounting and Basics of Finance Innovation by Design Audiovisual Media
	30 ECTS	
	2	Basics of Law Empirical Research and Statistics Management Concepts Management Accounting and Basics of Controlling Basics of Human Resources Management 1 module of course specialisation
	30 ECTS	
	3	Semester Abroad Intercultural Communication Project Management Business Planning Economics Interdisciplinary Project
	30 ECTS	
	4	Investment and Financing Orientation Project 3 modules of course specialisation
	30 ECTS	
	5	Digital Technologies Strategy and Organisation Focus Project 2 modules of course specialisation
	30 ECTS	
	6	Internship Communication Skills Student Initiative Project
	30 ECTS	
	7	Entrepreneurship Advanced Research Methods Management Current Issues in Management Bachelor Thesis
	30 ECTS	

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



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 in 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.

Study International Management BA (Hons) with the University of Westminster

This programme is offered at the Macromedia University in collaboration with the University of Westminster. Our study advisors will be glad to answer your questions.

MODULES OF COURSE SPECIALISATION

- Internationalisation
- Innovation Processes
- International Accounting and Capital Market Communication
- Digital Business
- International Management
- Special Topics in International Management



POSSIBLE CAREERS WITH THIS B.A.

- International Project Manager (m/f)
- Products, corporate Functions (m/f)
- International Marketing Staff (m/f)
- International Sales Manager (m/f)
- International E-commerce Manager (m/f)
- Internationalisation & Strategy Staff Functions (m/f)
- Intercultural Communications Manager (m/f)
- International Market Research (m/f)
- International Communication & Digital Media Manager (m/f)
- Marketing and Strategy Junior Consultant (m/f)

Fashion Management | ENG (B.A.)

Unique opportunity: hone your expertise during a semester abroad at the Istituto Marangoni – The School of Fashion and Design

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. 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. Media and brand know-how play an important role here, as does knowledge of purchasing decisions, globalisation and sustainability. Your degree in Fashion Management (B.A.) includes a semester abroad at one of our renowned international partner institutions.

You will have the unique opportunity to study for a semester at the world-leading Istituto Marangoni school of fashion in London or Paris. Our partner specialises in fashion and design, brand management and marketing & management. This complete package optimally qualifies you for a career in fashion management.

MODULES OF COURSE SPECIALISATION

- Fashion Theory and History
- Customer Experience Management
- Fashion Technologies
- Fashion Trends and Design
- Fashion Business and Value Creation
- Special Topics in Fashion Management



POSSIBLE CAREERS WITH THIS B.A.

- Fashion Brand Manager (m/f)
- Product Manager (m/f)
- Customer Relationship Manager (m/f)
- Retail Marketing Manager (m/f)
- Fashion Retail Manager (m/f)
- Buyer (m/f)
- (Flagship) Store Manager (m/f)
- Fashion Sponsoring (m/f)

Projects

Practical and collaborative projects completed by students in our bachelor's programmes.



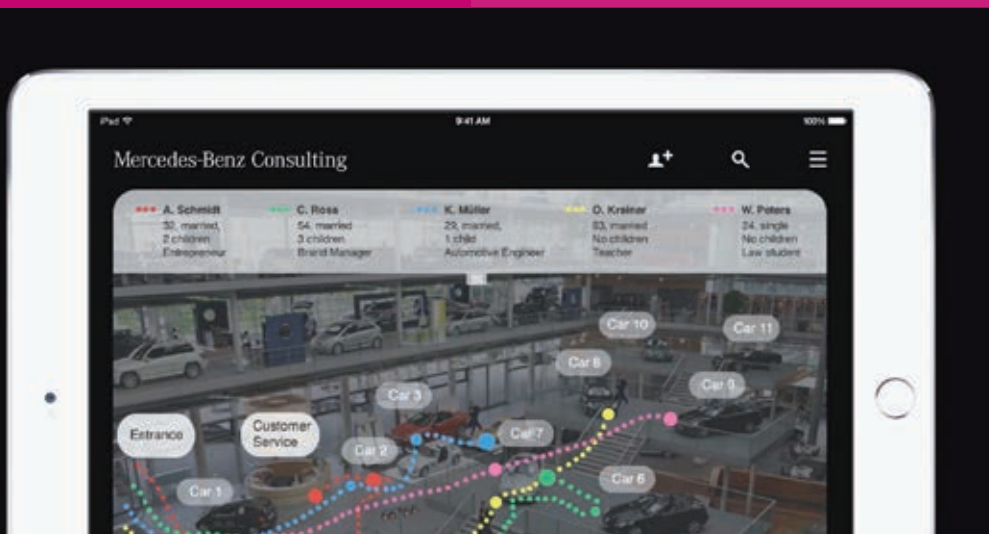
Jägermeister

Jägermeister: Competitive analysis and cross-media marketing recommendations



Mercedes-Benz

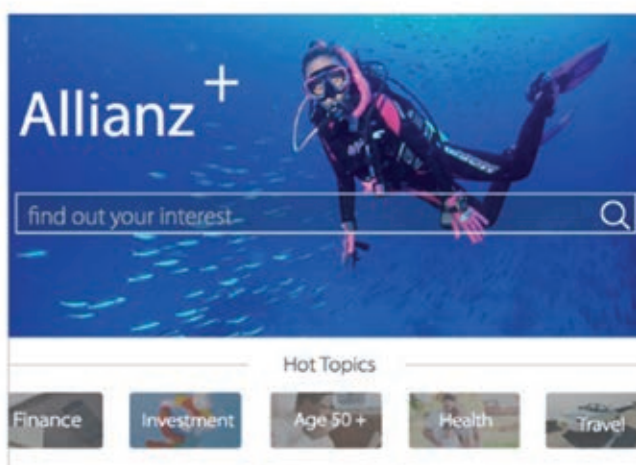
Mercedes-Benz Consulting: Optimised point-of-sale visitor guide



Triumph: Production of a corporate video to present a new collection



BMW: Extending the Motor Show experience into social media

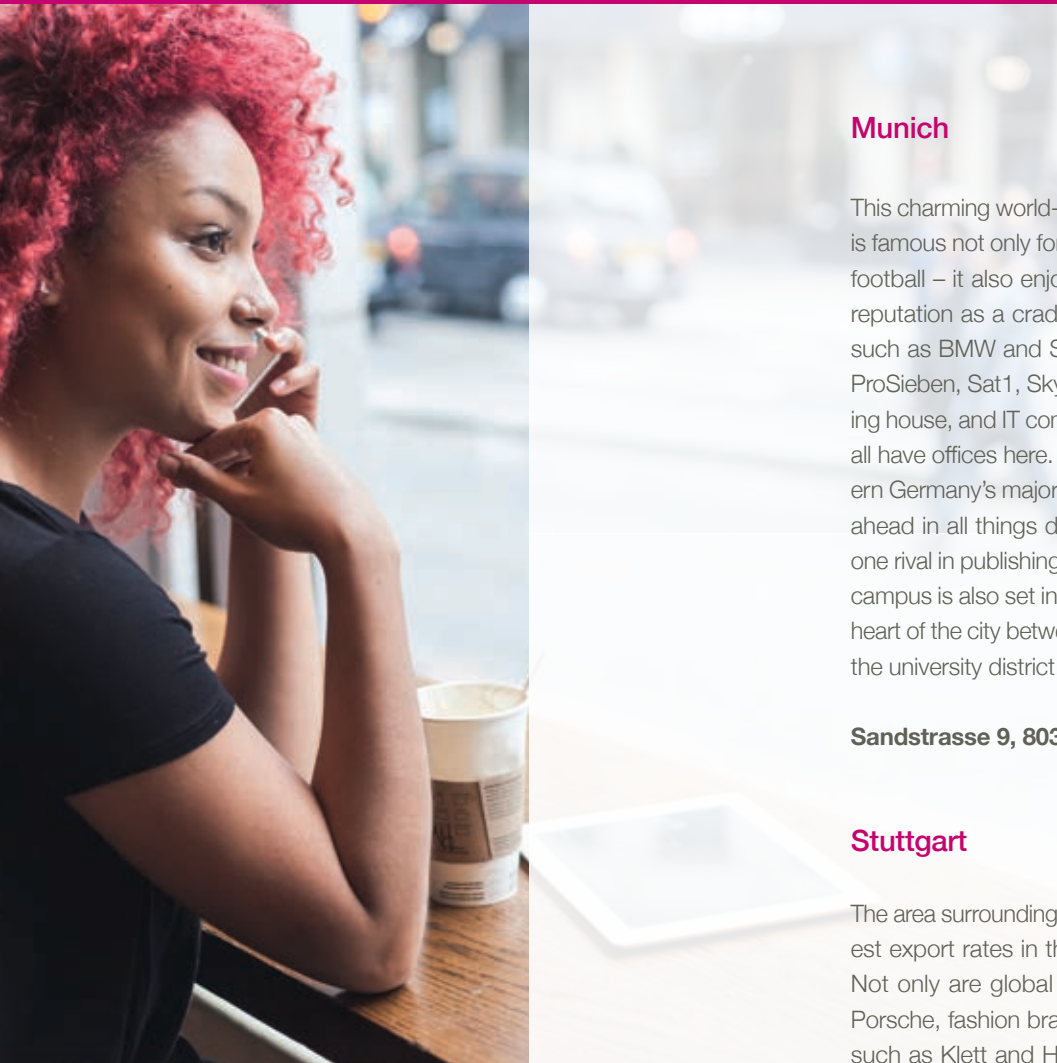


Allianz

Allianz: Designing a multimedia content platform for internal knowledge management

More on macromedia-university.com or contact us via WhatsApp on +49 176 15 098602

Macromedia University is based in the following major cities



Munich

This charming world-calibre city at the foot of the Alps is famous not only for cars, insurance companies and football – it also enjoys an outstanding international reputation as a cradle of technology. Global players such as BMW and Siemens, media giants including ProSieben, Sat1, Sky and the Süddeutscher publishing house, and IT companies Apple, Microsoft and O2 all have offices here. The Bavarian capital and southern Germany's major magnet for students is one step ahead in all things digital – and New York's number one rival in publishing power. Macromedia University's campus is also set in a world-famous location – in the heart of the city between the Oktoberfest grounds and the university district.

Sandstrasse 9, 80335 Munich

Stuttgart

The area surrounding Stuttgart boasts one of the highest export rates in the high-tech regions of Europe. Not only are global companies Bosch, Mercedes, Porsche, fashion brand Boss and publishing houses such as Klett and Holtzbrinck based there, but the German headquarters of IBM and Hewlett Packard also make Stuttgart a key focus of the flourishing IT, media and creative industry. You will be spoilt for choice during your free time in Stuttgart, which is known for its vibrant cultural life and top-notch sporting events. Our Stuttgart campus in picturesque Bad Cannstatt has a real community feel to it inside the Roman Fort complex, nestled between a range of social venues, start-ups and established businesses.

Naststraße 11, 70376 Stuttgart

Freiburg

This city in the Breisgau region is known as "Germany's Tuscany". Its location at the crossroads of Germany, France and Switzerland and its excellent business and employment profile make it extremely appealing. Freiburg is known for its abundance of SMEs, family-run world-leading businesses and thriving service sector. Over 20 institutes of higher education and research centres such as the Fraunhofer Institute and the Max Planck Institute make their mark on Freiburg's character. This bustling city offers lively surroundings in a picturesque landscape. Our campus is in the Haslach district on the banks of the Dreisam river, about a 15-minute walk from Freiburg's main railway station.

Haslacher Strasse 15, 79115 Freiburg

Cologne

Cologne is one of Europe's biggest industrial and cultural cities, rides at the forefront of the media business and is Germany's television capital. German broadcasters WDR, RTL and numerous production companies work night and day here to provide TV viewing. This cathedral city is also home to app developers, suppliers of cloud solutions, and online retailers – not to mention its flourishing start-up community. The long-established companies based here in North Rhine-Westphalia's largest city are constantly revamping their outlook, setting trends that spread way beyond the city's limits to the benefit of a great many people and companies. Our Cologne campus lies next door to the city's cathedral and looks onto the Schildergasse, Germany's most visited shopping street.

Brüderstrasse 17, 50667 Cologne

Hamburg

The port of Hamburg has long been the main transportation hub for goods travelling between Europe, Asia and America. Cosmopolitanism is a natural part of everyday life in this city and has powered its flourishing economy from day one. Nowadays, Hamburg is a leading international media and digital hive of activity. The Axel Springer publishing house, weekly news publications Der Spiegel and Die Zeit, advertising agencies including Jung von Matt, and around 2,000 multimedia companies are based here – not to mention the household names Nivea, Montblanc and Airbus. Hamburg's love of culture and creativity is clearly evident in its wealth of museums, theatres, cinemas and music venues. Our Hamburg campus is located in the heart of the city, near to the Jungfernstieg and Kunsthalle art museum, between the shopping district and the Alster.

Gertrudenstrasse 3, 20095 Hamburg

Berlin

Berlin is an outlook on life. Berlin is on a mission. Berlin is simply Berlin. It attracts pioneering spirits who are determined to improve the world and shake up industry with their start-ups. Nowadays, the creative scene in Germany's capital city acts as an international magnet on a par with New York, Shanghai, London and Barcelona. Berlin's digital creative economy has rocketed skyward in recent years. But long-established companies such as BMW, Siemens and Bayer also have offices here. Our Berlin campus is located at the heart of the city's alternative, creative and happening Kreuzberg district, which throngs with students from all over the world.

Mehringdamm 33, 10961 Berlin

More information on macromedia-university.com or contact us via WhatsApp on +49 176 15 098602

Studying at Macromedia University

BENEFITS

- State-approved
- Eminent professors
- Wide industrial network
- Integrated semester abroad
- Study in German or English
- Practical relevance throughout
- State of the art facilities
- Intensive learning in small groups
- Personal mentor
- Campus in media capitals



Financing your studies

Studying at a private university constitutes an investment in your future. Eminent professors and renowned partners in industry will train you very carefully and in small groups throughout Macromedia University's officially recognised and accredited bachelor's and master's programmes for a successful career in tomorrow's world.

Macromedia University's courses are not state-subsidised and are therefore funded entirely by tuition fees. Our Student Advisory Service would be happy to inform you about the different forms of financial support and assistance available for education.

We can help you explore a range of financing options and scholarship programmes to access the education you desire at a financial cost you can afford.

Macromedia University's scholarship programmes are designed to make the excellent study opportunities offered by a private university open to all. Are you keen to achieve and have your sights firmly set on a goal? Then we would be delighted to help you get where you want. Why not get in touch with us?

You can find the latest information on fees and funding at:

macromedia-university.com/fees

Admissions

You will need the following:

Students must have an advanced school leaving or college certificate that qualifies them for tertiary education – or a recognised equivalent qualification – in order to enrol at Macromedia University.

If you are not sure if you are eligible with your international education certificates, the International Student Advisors offer a free Admission Check. Please forward your certificates, together with a copy of your CV and your passport, to international@macromedia.de. We will get back to you as soon as possible to let you know about your options at Macromedia University.

You can find all the latest information about admissions and applications here:

macromedia-university.com/application

More information on macromedia-university.com or contact us via WhatsApp on +49 176 15 098602

Study to broaden your horizons

A master's within your grasp

The certified 210 ECTS that you earn in your 7-semester bachelor's course at Macromedia University position you perfectly to progress directly on to one of our master's programmes – saving time by bypassing the otherwise mandatory pre-semester. There's no doubt that a master's degree adds an extra boost to launching your career! The master's programmes run by Macromedia University's Graduate School are conducted in German or English.

"Our master's programmes are designed to provide students with the perfect credentials for senior and managerial positions. At the Graduate School, you will acquire an international slant on all the skills and techniques required for professional media management, to direct future processes, and to lead a team of staff with prowess."



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



More information on
macromedia-university.com/fees

Careers launched by studying at Macromedia University



CLAUDIUS REINICKE, B.A.

Classic communications, Mercedes-AMG GmbH, Affalterbach. Studied **Media Management B.A.**, specialising in PR and Communications Management:

” Young people who opt for media studies these days are generally criticised for their choice. Those who benefit from good training and back up their talent with the right discipline are on the path to success. Macromedia University equipped me with the tools to make a confident start in the media industry.



MALTE STEIERT, B.A.

Co-founder & CEO, Foodguide App UG. Studied **Media Management B.A.**, Digital Media Management:

” I get a buzz out of leading a team, assuming responsibility and moving projects forward. I was able to develop this spirit at university. What helped me most were the excursions, my professor's contacts and the university community as a whole. For example, I spent my internship semester at the start-up founded by another Macromedia alumnus.



CHRISTOPHER REINICKE, M.A.

General Management M.A., digital communications, Mercedes-AMG GmbH, Affalterbach. Studied **Media Management B.A.**, specialising in PR and Communications Management:

” The media industry is exciting and raises new challenges every day. With a little ambition and the sound training that Macromedia University equipped me with, I found my own way into my dream job. I am now a member of the digital communications team at Mercedes-AMG GmbH.



DANIELA RASKITO, B.A.

Became an author at NDR broadcasting station after graduating. **Studied Journalism B.A.:**

” Every goal that I've set myself and achieved has been a personal highlight – from getting specific results in my course to landing jobs while a student. But the high point to date was getting into NDR, which had been my ultimate aim from the start.



MARTIN GOPPEL, B.A.

Management, CinemaxX Regensburg. Studied **Media Management B.A.**, specialising in Sports and Event Management:

” Studying at Macromedia University turned me into manager material by enabling me to quickly assimilate and analyse complex subject matter and then recommend appropriate actions. Macromedia University provides great mentors for fostering talent and sets students on the right path.

ALUMNI



JASMIN AZAD, B.A.

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

” My course at Macromedia University prepared me very well for working in the real world. I am in charge of press communications for the StrongmanRuns held in Germany. So I am in constant touch with media representatives about topics related to the Fisherman's Friend Strongman-Run, helping journalists to write interesting reports.



ARNOLD KIEFERLE, B.A.

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

” As an interface designer, I develop digital designs for interior displays, e.g. MMIs (multimedia interfaces) and virtual cockpits. 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.”



SOLVEIG LITZKI, B.A.

Corporate/animation producer, mmpo.film- und medienproduktion GmbH, Berlin. Studied **Media Management B.A.**, specialising in Music Management:

” The practical focus of my training at Macromedia University helped me to master change easily in my working life. Two film projects in particular provided me with the fundamental knowledge required for my job. This gave us the chance to sample other segments of the media industry, and included us designing and broadcasting our own radio show, for example.



ALEX FISCHER, B.A.

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

” The digital revolution forms part of my everyday work. I'm responsible for the conceptualisation and production of magazine articles, media reports, trailers and advertising clips. Thanks to my broad-based education and training, I can get a handle on many tasks performed by colleagues in other positions today.



RIVA LEWIS, B.A.

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

” I am a project manager in charge of internal (retailer) events, brand stores and collaborations. I am involved in classic project management, and the practical projects I completed in my course were particularly useful in preparing me for this. My readiness to experiment and openness to change are extremely important in the events segment.

More international alumni profiles on
macromedia-university.com/alumni

Student Advisory Service

We look forward to hearing from you

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You can also schedule a Skype call or a Call Back via our Website or register for our Online Advisory Session for free.

Full information can also be found at
macromedia-university.com/contact

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#youchange

