



## University of Europe for Applied Sciences (Hamburg) Digital Media & Marketing

### Study details

**Course type:** Bachelor's degree

**Degree:** BSc in Digital Media & Marketing

**Study mode:** Full time

**Duration:** 36 Month

### Cost of study

**Cost :** 12 700 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

### Intake/s

Mar/Sep

### Requirements

## Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**  
Or equivalent occupational diploma officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **COPY OF PASSPORT** (SCANNED)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **ADMISSION TEST**  
**The test is done online and students are not required to study for this test.**
- **English language certificate**
  - IELTS 5.5 overall
  - TOEFL iBT60
  - TOEFL ITP (paper based) 498
  - Pearson Test of English (Academic) 56
  - Pearson Test of English (General) Level 1
  - Cambridge English Advanced and Proficiency 162 overall
  - Cambridge Exam First B2 CEFR = First (FCE), 160
  - TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
  - PASSWORD 5.5 Overall (no less than 5.0 in each component)
  - EF SET (50-minute Test) 51 (only for students applying with a MOI letter)
  - Duolingo 100

## Accommodation

### What can you expect

- Animations Studios
- Green Screen Studios
- Motion Lab
- TV Studio
  
- Radio Studio
- Screen Printing Workshop
- Photo Studios
- Sound Lab
  
- Print/Scan Studio
- Teleprompter and LED
- Dark Room
  
- Editing Room
- Equipment Library
- Rentable equipment
- Mac Pools etc.

## Speciality

### Spotlight Module: "Media Production Management"

In the module "**Media Production Management**" within the Digital Media & Marketing programme, students explore the **multifaceted aspects of media production** encompassing **text, audio, and moving image** domains.

### UE Foundation Diploma

The University of Europe for Applied Sciences (UE) offers a foundation diploma in preparation for the Bachelor's degree programme in Digital Media and Marketing.

## Additional information

### Study Digital Media & Marketing, BSc

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. By the time they graduate, our students have the competencies and leadership skills needed to work at an international level. Additionally, they'll have well-founded interface knowledge in **business administration/economics**, **media**, **communication**, and **management competence**.

## Career Perspectives

After graduation, the programme qualifies participants for a range of professional activities in the business, media and marketing sectors.

As a UE student, you'll have access to our **Career Development Centre** which will support and guide you through any career-related enquiry you may have.

## What happens after your studies

After graduation, the programme qualifies participants for a range of **professional activities in the business, media, and marketing sectors**, in corporate communications and public relations as well as in publishing and non-profit organisations (NGOs). Equally **suitable professional fields are market research, film production, and public affairs**. Your knowledge of business management also qualifies you above average for management positions. Graduates can - for instance - enter the following professional fields:

- Brand Manager
- Content Manager
- Community Manager
- Crossmedia Manager