



SRH University (Berlin)

Creative Industries Management | English

Study details

Course type: Bachelor's degree

Degree: BA in Creative Industries Management

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 9 900 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

High school / secondary education

**Entry
qualification**

**The entry qualification documents are accepted in the following languages:
English / German.**

Upload your electronic copies during the application process

English

Please find our English language requirements here:

- Duolingo Certificate 110 points
- TOEFL 87 ibt (direct entry)
- TOEFL 79 – 86 ibt (with additional agreement)
- TOEIC 785 (Listening/Reading 785, Speaking 160, Writing 150)
- IELTS (academic) 6.5 average – please see Language Centre guidelines if results differ
- CAE (grade A, B, or C)
- CPE (grade A, B or C)
- Pearson English Test Academic (PTE-A) 59 points
- Linguaskill: 176 – 184 (CES) – all four skills required

**Language
requirements**

Other requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Motivation letter
- CV
- Proof of English language proficiency
- Copy of your identity card or passport

Accommodation Additional information

Overview

The BA Creative Industries Management study programme adapts all-time management classics to the complex and dynamic world of the cultural and creative industries and the broader creative economy.

During your studies, you can focus on four areas: Music, Visual Arts, Creative Writing or General Creative Industries Management.

You become part of a diverse, international, and supportive community whose members co-create their learning experiences on a day-to-day basis.

You will learn about diverse business models, strategies and practices and develop your own identity as a creative manager. You will be able to deepen your knowledge about non-traditional industries and the arts, as well as social, sustainable, and cultural organisations.

You will gain further practical experience in managing and marketing creative processes and products through numerous hands-on projects with fellow students across the entire School of Popular Arts and in collaboration with our diverse network partners.

Career opportunities

- Management and marketing in businesses and organisations in the creative industries (advertising, architecture, arts and crafts, design, fashion, film, photography, music, performing arts, publishing, software, games, tourism and leisure, television and radio)
- Professional service firms, delivering services to the creative industries (e.g. Communication, event, and marketing agencies)
- Business associations and policy makers in the field
- Businesses in other industries that are seeking creative talent in areas such as innovation and change management
- Communication, event and marketing agencies
- Communication, media relations, and marketing departments of companies
- Working as a freelancer and entrepreneur with your own business