



University of Europe for Applied Sciences

(Hamburg)

Digital Media & Marketing (Dual)

Study details

Course type: Master's degree

Degree: BSc in Digital Media & Marketing

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 28 980 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Mar/Sep

Requirements

COMPLETED APPLICATION FORM

- **HIGH SCHOOL DIPLOMA AND TRANSCRIPT** Or equivalent occupational diploma officially translated to English or German
- **CURRICULUM VITAE (CV)** (Dated & Signed)
- **MOTIVATION LETTER** (MIN 500 WORDS)
- **ADDITIONAL INFO**

The following applies to all dual study programmes: A dual study programme at UE requires a contract with a practice partner. The Student Advisory Service will be happy to help you find a practice partner.

- **LANGUAGE PROFICIENCY**

English language certificate

- IELTS 5.5 overall
- TOEFL iBT72
- TOEFL ITP (paper based) 543
- Pearson Test of English (Academic) 59
- Pearson Test of English (General) Level 1
- Cambridge English Advanced and Proficiency 160 overall
- Cambridge Exam First (FCE)
- TOEIC Listening/Reading 785, Speaking 160, Writing 150
- PASSWORD 5.5 (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
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- Radio Studio
 - Screen Printing Workshop
 - Photo Studios
 - Sound Lab
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- Print/Scan Studio
 - Teleprompter and LED
 - Dark Room
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- Editing Room
 - Equipment Library
 - Rentable equipment
 - Mac Pools etc.

Speciality

The tuition fees of 690 Euro per month are usually paid by the practice partner

Additional information

Your studies at a glance

Transnational PR, Big Data, AI, the internet of things, change communication, voice marketing, robot communication, programmatic advertising, the current challenges and future trends which media and marketing executives have to deal with are multifaceted and many. Creative and responsible digital communication needs visionaries who are able to effectively recognise new trends and combine their design skills with innovative management and leadership concepts, also on an international level. Our offer: A dual degree that fosters in-depth multidisciplinary knowledge in business administration and economics as well as media, communication and leadership through its high practical component and thus opens up a clear path to a variety of career opportunities.

The result: Our graduates are proficient in both economically sound ways of thinking and visionary media practices. Their specialist skills, professional experience gained as part of the dual degree course and their multidisciplinary knowledge make our alumni into sought-after experts.

Revolutionise the digital media world

The subject areas of this interdisciplinary dual Bachelor's degree programme range from the production of digital content (e.g. on social media, websites and podcasts) and modules from the fields of business administration/commerce to digital transformation and digital enterprise. The

programme is held in German with selected modules in English.

The modern equipment at our campuses allows you, for example, to handle a simulated social media crisis or to use our audio and TV studios to create various digital products. Our professors from academia and industry support you in the implementation of your projects and enable an effective transfer of knowledge between your practice company and the university for your successful career start.