



University of Europe for Applied Sciences (Innovation Hub) 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 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