



SRH University (Berlin)

Creative Writing & Copywriting | German

Study details

Course type: Bachelor's degree

Degree: BA in Creative Writing & Copywriting

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 8 280 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

Entry Qualification

High school / secondary education

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

Upload your electronic copies during the application process

Language Requirements

German

These are our requirements for German language proficiency:

- DSH exam (Level 2)
- TestDaF (TDN 4 in all partial exams. If a score of 3 is obtained in one partial exam, it can be compensated by a score of 5 in another, with a total of at least 20 points)
- Goethe Certificate C1 or C2 (minimum grade 2)
- telc C1 or C2 (minimum grade 2)

- telc C1 Hochschule
- Language diploma (Level II) of the Conference of Ministers of Education (KMK), also called DSD II
- Assessment test of a Studienkolleg, German language part

Other Requirements

A relevant portfolio is required.

- Certificate of general university entrance qualification or advanced technical college entrance qualification (if you do not yet have a certificate, the latest interim report is sufficient)
- Alternatively, a vocational qualification may also grant access
- Submission of one or more self-written creative texts or text excerpts (minimum 1,000, maximum 1,500 words)
- Submission of an unannotated list of 10 books and texts that have been or are particularly important to you
- Curriculum vitae
- Copy of ID or passport

Accommodation

Additional information

Overview

Writing texts, earning money – impossible? Not at all. In the digital age, career paths for professional writers are extremely diverse. In the B.A. Creative Writing and Copywriting program, you learn the necessary craft.

Digital media are transforming reading, writing, and publishing texts: We are flooded with information and stories, while simultaneously having ever-new possibilities to publish texts and reach many readers instantly. In the B.A. Creative Writing and Copywriting program, you learn how to develop texts for a wide variety of formats and contexts.

In addition to artistic-literary texts and books, you write blog posts, podcasts, short film scripts, song lyrics, advertising messages, concepts, and PR texts.

Career Opportunities

Moving worlds with words – as an expert in storytelling, copywriting, linguistic effects, and the design of creative processes, you have diverse career opportunities:

- Media production companies (digital media, radio, podcasts, film, TV, games, social media)
- Publishing houses and editorial offices (newspapers, magazines, books, audiobooks)
- Freelance work (author, copywriter, concept developer, social media manager, journalist, writing coach, editor, etc.)
- Media and communication agencies (advertising, marketing, communication, etc.)
- Companies, organizations, and cultural institutions (departments for strategy, research, communication, etc.)
- Start-ups and digital companies
- Universities and research institutions (science communication)