



MEDIA CREATION & MANAGEMENT

The Minor Program **Media Creation & Management** gives international students the opportunity to gain inside knowledge in creating and capitalizing media. This includes having an idea, putting it into practice through a production, and managing the results and finances. If you are interested in **different aspects of media business**, if you want to be creative whilst learning more about operating media services, and to invent new business models – Media Creation & Management is the right program for you.

The programme focuses on **fostering innovation in media** from management, technical and creative perspectives. You will study alongside our degree-seeking students, who are typically in the final year of their bachelor studies. This Minor is suitable for all bachelor students of media science with an interest in business administration as well as students in business administration with an interest in media and creation. This Minor is not only suitable for future media industry leaders, but for anyone interested in driving innovation as an entrepreneur or an intrapreneur within large corporations.

Our staff are experienced managers and entrepreneurs who spent years in leadership positions in the industry before returning to teaching and research. An interesting variety of teaching methods (traditional classroom, small groups, management simulations, action- and project-based learning, guest speakers) makes our Minor stand out compared to more traditional study abroad programs. It creates a **seamless learning experience** for you. Students will attend lectures and work in groups or individually. Assignments range from presentations to term papers, from learning portfolios and business plans to video clips and apps.

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COURSES IN THIS PROGRAM (subject to change)	ECTS
International Media Management	6
Corporate Finance and Entrepreneurship	6
Digital Marketing (Business Administration) (summer semester)	6
Internet and Digital Media (winter semester)	6
Media Production (TV or Radio)	8
Field Trip/Study Project	2
German Language Course	2

1 ECTS credit normally equals approximately 30 hours of work. This will consist of a mixture of lectures, seminars, project work and independent study.

ABOUT OUR PROGRAMS

Exchange students are able to choose from a variety of English-taught Minor Programs. Each Minor is a one semester long set program. Most Minors run every semester, and normally consist of 30 ECTS credits. Please note that it is NOT possible to pick and mix courses from different Minors. In order to be admitted to one of our Minors, we expect students to have a language level of B2 or higher in English (non-native speakers need to include proof of language proficiency in their application documents).

FOR QUESTIONS CONCERNING THIS PROGRAM PLEASE CONTACT

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For more information on our exchange programs, please visit the website:

https://www.hdm-stuttgart.de/en/prospective_students/academic_programs/exchange_programs