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MEDIA

**MEDIEN-  
MANAGEMENT**  
M.A.

(Media Management)

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*English  
version*

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## DEGREE PROGRAMME »MEDIENMANAGEMENT«

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The master's degree programme »Medienmanagement« studies the area where economics, social science and media science overlap. Both instruction and research are characterised by a transdisciplinary, multi-perspective approach which does not neglect, however, the core competences of the modern media management. The Faculty of Media regards this approach as a necessary reaction to the far-reaching changes affecting the media industry, its products and conditions. As is the tradition at the Bauhaus-Universität Weimar, students receive a project-based education which provides them fundamental knowledge of economics, introduces them to current theoretical and practical issues and allows them to apply a professionally-oriented working method in projects. The objects of study, such as media companies, media products, media markets and media consumers, are not examined as isolated entities, but rather as part of a larger cultural, social and political structure, seen from an economic perspective.

For more information on this programme, visit:

**[www.uni-weimar.de/media-management](http://www.uni-weimar.de/media-management)**.

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»Media influence how we perceive reality. More and more, this occurs on the basis of economic logic and represents the theoretical starting point of Media Management. In this master's degree programme, we work with students to analyse economic models which examine the relationship between media and cultural, social and political circumstances. The goal is to provide students an innovative research environment and practice-based education in times of changing media.« *Director of the degree programme*

»Medienmanagement«

## WHAT DOES THE PROGRAMME OFFER?

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The research-oriented master's degree programme »Medienmanagement« focuses, in both its teaching and research, on Media Management, Media Economics and Marketing and Media. The programme is supplemented by specialised courses in International Management and Media, Innovation- and Start-up Management, Media Law, Internal and External Accounting and the Investment and Financing of Media of Media Enterprises. The course material is taught in project modules and study modules. Qualitative and quantitative methods of market research can be directly tested in laboratory conditions. Students may also take elective modules from the syllabus of the Bauhaus-Universität Weimar and other Thuringian universities.

In the first semester, students are taught the fundamentals of media economics, methodology and theory. In the second and third semesters, the subject matter is examined in further depth. Students can specialise in the core study areas of the individual chairs. During this intensive period of study, students are expected to independently identify and formulate scientific problems and address them in a

methodically appropriate way. In the fourth semester, students select a topic for their master's thesis. Supervision takes place within the framework of a Master's colloquium and individual consultations.

In addition to the lectures and seminars, the degree programme in »Medienmanagement« offers a series of talks with the title »Medienterrasse«, in which speakers address current topics and debates in the field of media management. The »neudeli« start-up hub collaborates closely with teachers and students of the degree programme, also addressing entrepreneurial ideas and schemes in relation to start-ups.

The standard period of study is four semesters for students in the master's degree programme »Medienmanagement«. After successfully completing and presenting their master's thesis, students are awarded the »Master of Arts« (M.A.) degree by the Faculty of Media.

The central location for all Master's students in the »Medienmanagement« programme is Albrecht-Dürer-Straße 2, a villa which comprises generously-proportioned seminar, lecture- and communal rooms.

## HOW DO I APPLY?

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Are you interested in deepening your micro- and macroeconomic knowledge in the field of media and the management of media companies? Would you like to examine scientific issues? Then you are ideally suited for admission to our master's degree programme. To be eligible for admission to the Master's programme, you must have attained a first-level university professional qualification with above-average examination results in (a) an Economics degree programme or (b) Media Studies degree programme with a concentration in Economics, which includes coursework totalling at least 50 ECTS. If you meet this formal requirement, your application is then reviewed by a university admissions board. The final grade of your undergraduate degree programme plays the largest role for admission. You are also required to submit a three- to four-page letter of motivation in which you describe your subject-specific academic background, practical experience (e.g. internships, projects, international experience) and reasons for pursuing further study of Media Management. The letter enables the review board to assess your attention to detail and your skills in reflecting on media-scientific issues.

Candidates may only be admitted to this master's degree programme in the winter semester. For upcoming application and registration deadlines, as well as access to the online application portal, please visit: **[www.uni-weimar.de/media-management](http://www.uni-weimar.de/media-management)**.

If you have any other questions, please contact a faculty advisor at: **[mm-info@medien.uni-weimar.de](mailto:mm-info@medien.uni-weimar.de)**.



## WEIMAR FOR STUDENTS

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Weimar has a long tradition of beginning new things. Student life resembles a contemporary microcosm influenced by the great historic avant-garde; German democracy, the Bauhaus and the Weimar classical era all began here. Weimar is home to numerous events and cultural projects, e.g. temporary showrooms, project workshops, the university gallery »marke.6«, the student-organized soap-box derby SpaceKidHeadCup and the backup short-film festival, organized by students. These are accompanied by the cultural spectrum of Weimar's large institutions, such as the »Klassik Stiftung Weimar«, the »Deutsches National Theater«, the Buchenwald Memorial, the Goethe House, the Bauhaus Museum and the ACC Galerie. There are also four cinemas, several small theatre venues, more than 20 museums and countless student clubs and concert events, all of which strengthen Weimar's reputation as one of Europe's former cultural capitals. Weimar is small enough for students to quickly get their bearings and reach most destinations by bike or on foot. Click here to find out more about what Weimar has to offer:

**[www.uni-weimar.de/weimar-for-students](http://www.uni-weimar.de/weimar-for-students)**.



## AND AFTER MY MASTER'S DEGREE?

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Graduates of the Master's degree programme »Medienmanagement« are not only qualified to take up management positions in private companies and public-law organisations in the fields of media, communication, information and entertainment, but also with all organisations in which a combination of media competence and economic knowledge is required.



More specifically, graduates find employment in the following:

- \_ Management- and marketing positions in media companies
- \_ Communication and media-oriented roles in international or European organisations
- \_ Supranational political institutions and organisations
- \_ Public relations work and media consultancy

This programme also prepares graduates for teaching and research positions in the areas of economics and media. In the field of postgraduate studies and the promotion of young academic talent, the Bauhaus Research School offers considerable support. In terms of grants and sponsorship, as well as specialised courses and coaching sessions.

**[www.uni-weimar.de/brs](http://www.uni-weimar.de/brs)**

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## General Academic Advising

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Info and office hours:

[www.uni-weimar.de/academic-advising](http://www.uni-weimar.de/academic-advising)

## Faculty Advising

e-mail: [mm-info@medien.uni-weimar.de](mailto:mm-info@medien.uni-weimar.de)

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