



## ADVERTISING

The Minor Program **Advertising** focuses on the planning, design and production of communications in advertising. It covers the relevant areas on the path from the "first idea", via visual design, to the production and dissemination of the finished product. With the specializations **Analysis & Strategy**, **Design & Advertising** as well as **Publishing & Production**, students learn about all the phases which are important in the conception, publishing and distribution of printed and digital media, including mobile web apps.

During one semester, students become familiar with the most important methods in the areas of research, analysis and marketing, and will gain insights into the **strategies and psychology of market communication**. Alongside this, they become acquainted with the various processes involved in creative design such as **design trends, photography and interaction design**. Additionally, our students are involved in the different stages of publishing and advertising - from the selection and production of appropriate contents, their preparation for the most diverse forms of distribution, to duplication and distribution. A parallel practical placement/ internship in the printing workshop of the university helps to make the **pre-printing, printing and post-printing processes** more tangible.

Through the exercises mentioned above, students will get a broad **overview of advertising campaigns** from a concept to a printed poster (which - if positioned in the right location - can be seen by millions of people!)

# ADVERTISING

<b>COURSES IN THIS PROGRAM (subject to change)</b>	<b>ECTS</b>
Mobile Advertising and Brand Engagement*	5
Online Marketing I*	5
Photography	5
User Interface Design	5
Practical Training in Pre-Press, Press, and Post-Press	6
Screen Design	3
Advertising Spot Conception (winter semester only)	3
Media Sociology	3
Intercultural Communication (summer semester only)	2
German Language Course	2

\*please choose one

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

### **Prof. Dr. Jürgen Scheible (academic questions)**

Phone: +49 711 8923 2276

Email: [scheible@hdm-stuttgart.de](mailto:scheible@hdm-stuttgart.de)

### **International Office (organizational questions)**

Phone: +49 711 8923 2035

Email: [incomings@hdm-stuttgart.de](mailto:incomings@hdm-stuttgart.de)