



INTERNATIONAL PUBLISHING

The publishing industry has reinvented itself many times and continues to do so. It has a rich cultural history and in terms of revenue, the publishing industry makes more money than TV, radio, film and music together. The digital transformation in publishing is primarily driven by young media professionals. If you're keen to be part of this development, this program gives you the opportunity to become successful in the field of publishing. Both the publishing industry and the program offer an exciting mix of print and digital media.

The Minor program **International Publishing** consists of interactive seminars, lectures, workshops, and excursions. Courses focus on the following learning areas:

- Publishing Business & innovation
- International rights & licenses
- Design & production
- Communicative skills & professional competencies
- Storytelling & genres

The International Publishing Minor is offered by both the Amsterdam University of Applied Sciences (HvA) and Stuttgart Media University (HdM). It runs every winter semester in Stuttgart and every summer semester in Amsterdam. Both cover the same learning areas, though with slightly different modules.

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COURSES IN THIS PROGRAM (subject to change)	ECTS
Rights & Licenses	3
Crossmedia Product & Innovation Management	4
Design of Books, Newspapers and Magazines	7
Storytelling & Genres	3
Corporate Communications	6
Photography	5
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.

Please note: To attend the International Publishing Minor you are required to have basic skills in Adobe InDesign. In October, you may visit the world famous Frankfurt Book Fair. Please be aware that this leads to some travel expenses.

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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