



JOURNALISM & COMMUNICATION MANAGEMENT

Are you a student with a content-oriented background, for example in journalism, media and communication, public relations or corporate communications? Would you like to learn to develop new concepts and strategies addressing core needs of your audience? Are you interested in improving your skills in leading innovative teams? Then our Minor program **Journalism & Communication Management** is the perfect choice for your semester abroad.

You will learn a wide variety of useful skills to design and implement novel ways of **communication in a digitalized world**. You'll apply efficient tools to create ideas and to develop content-based business models in our Innovation Management module. You'll learn how to lead a team in our Leadership class and widen your understanding of strategic communication in our Corporate Communications class. Reflect the societal impact of digital media technology in our Technology and Media Ethics module and create inspiring media products for an international audience as part of our International Content Productions course. None of our classes are sandbox projects – instead you will improve your skills whilst working on case studies from industry partners.

Joining our Minor, you will gain advantage from a team of lecturers with a broad range of professional backgrounds. All professors and lecturers teaching in our Minor are well-known experts in their specific field and have had leading positions in the media industry or in public relations. They all have a background in multinational companies and/or in transnational teaching projects involving several partner universities around the world. You will also benefit from our **strong international network** as a member of the European Journalism Training Association (EJTA), as well as from guest lecturers from our strategic partner universities.



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COURSES IN THIS PROGRAM (subject to change)	ECTS
Leadership	6
Technology and Media Ethics	4
International Content Production	6
Innovation Management	6
Corporate Communications	6
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.

All Minor modules are also compulsory for our degree students. Therefore, you will study in multinational teams with your international and German peers. This presents a great opportunity to meet local students, to develop a deeper understanding of German culture, and to be supported by experienced buddies who are familiar with all the things you need to know on campus.

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. Swaran Sandhu (academic questions)

Phone: +49 711 8923 2226

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International Office (organizational questions)

Phone: +49 711 8923 2035

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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

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