



## SOCIAL MEDIA & MANAGEMENT

Do you want to learn what it takes to become a professional in the emerging world of digitalization and social media? Are you interested in understanding business practices and management strategies? Does hands-on learning of content production for social media sites sound exciting to you?

We've got you covered! Our Minor Program Social Media & Management equips you with both online marketing and management skills.

### Topics include:

- Marketing mix and development of marketing concepts for cross-media surroundings.
- Characteristics and potential of professional social media communication.
- Current digital marketing concepts and their potential to engage target audiences.
- Fundamental concepts of storytelling and how to use specific narrative styles in different media types.
- Production of audiovisual content for various social media sites to enhance branding and corporate communication.
- Business environments of international companies and their analysis from a strategic perspective.
- Drivers and impacts of digital transformation.

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With interactive lectures, seminars, e-learning units, project work and media productions, you have an ideal mix of theoretical and practical units. You don't need any previous experience or social media accounts to apply for this Minor. If you're digitally adept, creative, open-minded and detail-oriented, you've come to the right place. Social Media & Management runs both in the summer and in the winter semester.

<b>COURSES IN THIS PROGRAM (subject to change)</b>	<b>ECTS</b>
Introduction to International Business	3
Online Marketing I	5
Multimedia Storytelling	5
Media Production	5
Strategic Management	5
Social Media Strategy	5
German Language Course	2

1 ECTS credit equals approximately 30 hours of work. All lectures are held in English.

## 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

Hannah Stellmacher (academic questions)

International Office (organizational questions)

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