Admission Requirements

A university degree (minimum 180-120 credits) in the fields of media, business administration or business informatics.

Teaching Methods

You study in an innovative learning environment at our campuses in Rothenburg and Ansbach! Thanks to the blended learning mode, a way of learning that combines traditional classroom lessons with digital teaching, the master’s program gives you more flexibility than a standard course of study.

Course Program

<table>
<thead>
<tr>
<th>Type of Study</th>
<th>full-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Period of Study</td>
<td>3 semesters</td>
</tr>
<tr>
<td>Degree</td>
<td>Master of Arts (M.A.)</td>
</tr>
<tr>
<td>Start of Studies</td>
<td>winter semester</td>
</tr>
<tr>
<td>Admission restrictions</td>
<td>specific</td>
</tr>
<tr>
<td>Language of instruction</td>
<td>german / english</td>
</tr>
</tbody>
</table>

Contact

Ansbach University
Ansbach University of Applied Sciences
Faculty of Business Studies
Residenzstraße 8
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www.hs-ansbach.de/dim

Student Advisory Service
Telephone: (0981) 4877 - 574
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Information on office hours:
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Course Director
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Ralph-Peter Kappenstein
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Dates

Registration: For current dates, see: www.hs-ansbach.de/dim
Start of studies: 1 October

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For social media heroes!

You finished your bachelor’s degree and the possibilities of digital media fascinate you? If this sounds like you, then our master’s program in digital marketing is just right for you!

In our master’s program, we aim train full-stack digital marketers. Full-stack digital marketers are well-rounded experts who have experience in all the important digital marketing disciplines and can manage marketing projects from A to Z.

Please apply, if you want to understand and practice modern marketing!

Your highlights

• Digital marketing strategies and tools in the digital age
• Big data analytics and design thinking for the analysis of customer needs
• Search engine marketing and marketing automation
• Digital content creation and owned media
• Legally compliant and ethical decisions in digital branding

Your job prospects

• Digital Marketing Manager
• Inbound Marketing Manager
• Content Marketing Manager
• Social Media Manager
• SEO/SEA Manager
• Digital Analyst
• Digital Product Owner

Your study structure

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing Basics</td>
<td>Marketing Strategy</td>
<td>Customer Insights</td>
</tr>
<tr>
<td>Social Media Marketing &amp; Analytics</td>
<td>Search Engine Marketing (SEO/SEA)</td>
<td>Marketing Automation &amp; CRM Systems</td>
</tr>
<tr>
<td>Media Ethics</td>
<td>Legal aspects of Digitalization</td>
<td>Seminar on master thesis</td>
</tr>
<tr>
<td>Marketing basics</td>
<td>Websites and automation</td>
<td>Legal and social aspects</td>
</tr>
<tr>
<td>Clients, formats and channels</td>
<td>Applied digital marketing</td>
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