dim

Course Program

Contact

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 e of study.



Type of Study	full-time
Standard Period of Study	3 semesters
Degree	Master of Arts (M.A.)
Start of Studies	winter semester
Admission restrictions	specific
Language of instruction	german / english

Ansbach University

Ansbach University of Applied Sciences Faculty of Business Studies Residenzstraße 8 91522 Ansbach www.hs-ansbach.de/dim

Student Advisory Service

Telephone: (0981) 4877 - 574 studienberatung@hs-ansbach.de Information on office hours: www.hs-ansbach.de/studienberatung

Course Director

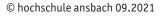
Prof. Dr. Carolin Durst Telephone: (0152) 04145359 carolin.durst@hs-ansbach.de

Academic Advisory Service Prof. Dr. Alexander Piazza Telephone: (0152) 2611472 alexander.piazza@hs-ansbach.de

Student Services, School of Business and Technology Ralph-Peter Kappestein Telephone: (0981) 203633-16 ralph-peter.kappestein@hs-ansbach.de

Dates

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



master's in **di**gital **m**arketing





Experience digital

HOCHSCHUL

ANSBACH

Digital Marketing

Contents



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!

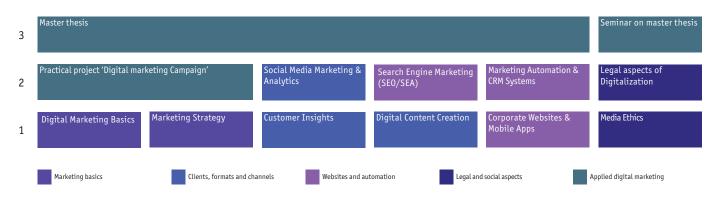




Your highlights

- 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 study structure



Future

Your job prospects

- Digital Marketing Manager
- Inbound Marketing Manager
- Content Marketing Manager

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- Social Media Manager
- SEO/SEA Manager
- Digital Analyst
- Digital Product Owner