

Course Program

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.



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

Contact

Ansbach University

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Student Advisory Service

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Course Director

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Dates

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



Experience digital

Digital Marketing

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 to 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!

Contents



Future

Your job prospects

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

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

3	Master thesis					Seminar on master thesis
2	Practical project 'Digital marketing Campaign'	Social Media Marketing & Analytics	Search Engine Marketing (SEO/SEA)	Marketing Automation & CRM Systems	Legal aspects of Digitalization	
1	Digital Marketing Basics	Marketing Strategy	Customer Insights	Digital Content Creation	Corporate Websites & Mobile Apps	Media Ethics

Marketing basicsClients, formats and channelsWebsites and automationLegal and social aspectsApplied digital marketing

