



Published on *European Journalism Training Association* (<http://ejta.eu>)

[Home](#) > Media Management and Journalism (BA)

Course level:

Undergraduate/Bachelor

Language:

German

EC:

210.00

Semester:

Full year

Open for exchange students:

Yes

Application:

Friday, July 15, 2016

Keywords/summary:

Managing media projects includes design, organisation, guidance, conduct and evaluation. The study programme provides knowledge and experience in six areas: Media and Communication, Management, Journalism, Applied Computer Sciences, Visual Design and Statistics, Law and Languages.

Country:

Germany

Course list:

Course	EC
Introduction to Media Management	3.00

Course	EC
Strategic Media Management	5.00
Intercultural Communication and Management	4.00
Media Research Seminar	5.00
Media Project	6.00
Independent Study(thesis) (2 to 6 EC)	6.00
Multimedia	6.00
Descriptive Statistics	4.00
Business English	4.00
German/German intermediate	4.00
Business Spanish/Business French	4.00

Entrance conditions:

You are studying journalism, media management or communication sciences or a similar study programme in your home country. The international programme of Media Management and Journalism (BA) at Jade Hochschule in Wilhelmshaven is a special offer for incoming students, who have a good command of English (both oral and written) and basic knowledge of German.

Central goals:

- The competence to find relevant issues and angles
- The competence to organise journalistic work
- The competence to gather information swiftly
- The competence to select the essential information
- The competence to present information in an effective journalistic form

[Link to programme details](#) ^[2]

Links

[1] <http://ejta.eu/printpdf/printpdf/media-management-and-journalism-ba>

[2] <https://www.jade-hs.de/en/departments/mit/mit-study-programs/media-management-and-journalism/>