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**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:**

<b>Course</b>	<b>EC</b>
Introduction to Media Management	3.00

<b>Course</b>	<b>EC</b>
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](#) <sup>[2]</sup>

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### **Links**

[1] <http://ejta.eu/printpdf/printpdf/node/220>

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