



<p>Location</p>	<p>RheinMain University of Applied Sciences is located in the Rhine-Main region, one of Europe's economic and cultural centers. Our campus is in Wiesbaden, a multifaceted city with representative architecture, a modern cosmopolitan atmosphere, and very lively cultural scene. All this minutes away from Germany's mega business hub, Frankfurt.</p>																						
<p>Website</p>	<p>www.hs-rm.de/imm</p>																						
<p>About our institution</p>	<p>RheinMain University of Applied Sciences offers over 70 degree programs in the Rhine-Main area. Around 14,000 students study in our two locations in Wiesbaden and Rüsselsheim. A cosmopolitan attitude and many international contacts are the hallmarks of our institution. We pride ourselves with an international student body, with students coming from more than 100 different countries.</p>																						
<p>About the program</p>	<p>Media economy, design and technology are the three core elements of the bachelor's degree program International Media Management. The program prepares our students with the intercultural, special management and language skills required in international media markets. This combination of content makes it an interdisciplinary media degree program that is consistently internationally oriented. B.Sc. International Media Management will appeal to anyone who wants to learn how international cooperation works in the conception, production, and marketing of media. Students per semester: 25 + Incomings</p>																						
<p>Incomings</p>	<p>We welcome students from abroad in both winter and summer semester and offer classes taught in English all year round. The program is relevant to students studying a media, management, design or (international) business related degree.</p>																						
<p>Credits</p>	<p>In one semester students can gain up to 30 ECTS credits.</p>																						
<p>Course package for incomings</p>	<p>Our international classroom semester is unique for management programs in Germany. All case studies and current topics in the fourth semester are taught in English by international guest lectures with expertise in media design, media technology, and media economics. Guest lectures will join us from all over the world to teach our students and incomings in Wiesbaden.</p> <table border="1" data-bbox="373 1496 1410 2016"> <thead> <tr> <th>Course</th> <th>Description</th> <th>Credit Points</th> </tr> </thead> <tbody> <tr> <td>Case Study in International Media Management 1+2</td> <td>Content examples: Strategies for the entry of companies and brands in different regional markets; success factors for the internationalization of companies, products, and media productions; competition and environment analysis of different regional markets; media usage behaviour in international comparison; corporate design in an international context; intercultural corporate communication; management of international companies; corporate management with multinational employees; methods for the assessment of opportunities and risks of internationalization of brands and companies; recruitment and management of international employees</td> <td>6+6</td> </tr> <tr> <td>Current Topics in Media Management: Design</td> <td>Current and relevant topics in the field of design (for example: creative advertising design, (visual) communication design etc.)</td> <td>3</td> </tr> <tr> <td>Current Topics in Media Management: Economics</td> <td>Current and relevant topics in the field of media economy (for example: social media marketing, international business etc.)</td> <td>3</td> </tr> <tr> <td>Current Topics in Media Management: Technology</td> <td>Current and relevant topics in the field of technology (for example: introduction to media monitoring, analytics or production techniques for podcasts etc.)</td> <td>3</td> </tr> <tr> <td>Research Studies</td> <td>Students acquire knowledge of scientific methods and principles and apply them to a given research question. Specifically, they will analyze a current issue in the field of International Media Management with a focus on the influence of media formats and technologies on media use and reception.</td> <td>6</td> </tr> <tr> <td>Project Methods and Management</td> <td>Students acquire practical skills in project management (e.g., defining project goals, planning and organizing creative processes, self-reflection, documenting project results). As part of the course, students will create a project exposé.</td> <td>3</td> </tr> </tbody> </table>		Course	Description	Credit Points	Case Study in International Media Management 1+2	Content examples: Strategies for the entry of companies and brands in different regional markets; success factors for the internationalization of companies, products, and media productions; competition and environment analysis of different regional markets; media usage behaviour in international comparison; corporate design in an international context; intercultural corporate communication; management of international companies; corporate management with multinational employees; methods for the assessment of opportunities and risks of internationalization of brands and companies; recruitment and management of international employees	6+6	Current Topics in Media Management: Design	Current and relevant topics in the field of design (for example: creative advertising design, (visual) communication design etc.)	3	Current Topics in Media Management: Economics	Current and relevant topics in the field of media economy (for example: social media marketing, international business etc.)	3	Current Topics in Media Management: Technology	Current and relevant topics in the field of technology (for example: introduction to media monitoring, analytics or production techniques for podcasts etc.)	3	Research Studies	Students acquire knowledge of scientific methods and principles and apply them to a given research question. Specifically, they will analyze a current issue in the field of International Media Management with a focus on the influence of media formats and technologies on media use and reception.	6	Project Methods and Management	Students acquire practical skills in project management (e.g., defining project goals, planning and organizing creative processes, self-reflection, documenting project results). As part of the course, students will create a project exposé.	3
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Semester times	Summer semester: Mid-April to Mid-July Winter semester: Mid-October to Mid-February
Exam periods	The exam period is always towards the end of the semester (usually the first two weeks in July for the summer semester and the first two weeks in February for the winter semester)
Application deadlines	Summer semester: November 30 Winter semester: May 31
Application requirements	Your home university has signed an agreement with our institution for your study program. Your home university has sent us your nomination.
Accommodation	For your time at RheinMain University of Applied Sciences, you can choose between different housing options. Whether you prefer living in a dormitory or in a shared apartment, we are glad to provide you with information. As soon as you have been nominated for an exchange semester by your home university, we send you comprehensive information on accommodation options best suited for exchange students.
Cost of living	You will need a minimum of EUR 800 of living expenses per month (accommodation, food and other expenses).
Semester ticket	As an exchange student at RheinMain University of Applied Sciences you will get a "Semesterticket". It allows you the free use of regional public transportation in Hesse and also some places in Rhineland-Palatinate.
Buddy Program	We know that the first few weeks in a new environment can be challenging, so why face everything alone? Once you have received your acceptance letter, you will be able to sign up for our buddy program. A student buddy will help you with formalities and give you information about living and studying in Wiesbaden, while at the same time you enjoy an intercultural exchange and get to know a fellow student at RheinMain.
German language course	Basic knowledge of German makes living in Germany much easier. To learn German and/ or to improve your existing knowledge we offer an intensive German language course for all incoming exchange students prior to the start of the semester, free of charge. You can also gain ECTS credits for attending the course. Our Language Center also offers German and foreign language classes during the semester.
Services	You can find a brochure with all our services for incomings here .

CONTACT DETAILS

Study program:
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