

## WHAT MAKES THIS DEGREE PROGRAM STAND OUT?

The master's program „Communication and Design for Sustainability“ uniquely combines a highly topical mindset with critical theory and practical application. We are addressing people who are working in the fields of communication, product and service development, and design in a broader sense and who want to further their education and profile in the direction of sustainability. A course of study designed to enable graduates to develop new approaches for companies and institutions, for society, politics and business: Sustainable transformation through Communication and Design.

## WHAT CONTENT DOES THE PROGRAM OFFER?

The challenges with regard to sustainable transformation make an inter- and transdisciplinary approach sensible and necessary: This includes design thinking, storytelling, stakeholder management, moderation of transformation processes, research through design, lifestyle research. Design is understood as a methodology to transform the triad of economy, ecology and society technically and creatively. Communication has the role of designing strategies, shaping discourses, and building communities that effect positive change to enable the transition to a more sustainable world.

## WHAT ARE THE CAREER OPPORTUNITIES?

The degree program qualifies students to design and communicate sustainable innovation and transformation processes. Our graduates acquire competencies for implementing sustainable design, action, management and communication as fundamental factors of future-oriented organizations. These include:

- Political and social communication
- Urban planning, urban development, territorial planning
- CSR; corporate communications; branding, marketing, product development
- Design and communication agencies (communication, product development and design; service design, social design, sustainable design, transformation design)
- Cultural institutions, associations, NGOs, social innovation

## HOW IS THE STUDY PROGRAM STRUCTURED?

In the first semester, the study program includes fundamentals of sustainable economic models, applied social research (target groups, lifestyles), sustainability communication, design science and media production.  
(30 ECTS)

The second semester is guided by analysis and conceptualization: qualitative and quantitative research in design and communication are complemented by best practices and case studies of sustainable and transformative projects worldwide. Students also design their research projects for the third semester.  
(30 ECTS)

In the third semester, the strategic measures for a design and a communication project are developed. The master's thesis and seminar conclude the program.  
(30 ECTS)

**Graduation: Master of Arts (M.A.)**

## WHAT MAKES THIS DEGREE PROGRAM SO SPECIAL?

The major topic of the next few years will be social and economic transformation under the guiding principle of sustainability.

- How is it conceived, designed, communicated and implemented?
- What do future scenarios look like?
- How and with which competencies and partners can these be transferred into reality?

These questions require a transdisciplinary and intercultural approach from economics, design science and practice, communication and social sciences.

## WHICH REQUIREMENTS DO I HAVE TO FULFILL?

- Bachelor degree with 210 ECTS
- Grade 2,5 or better
- For the master's degree programmes offered in English, you must submit verification of level B2 English language skills with your application. The following are considered suitable verification:
  - corresponding results from a recognised language test (e.g. a minimum of 90 points on the TOEFL-IBT)
  - evidence of adequate language skills from school or university transcripts
  - completion of a degree programme that was verifiably taught entirely in English
  - evidence that English is your native language
- Non-native speakers of German are also required to provide evidence of German language skills at level A1 when enrolling.

## WHEN CAN I APPLY?

**Start of studies for the winter semester:**  
May 02 - August 31

**More information about the study program**

[www.hnu.de/cds](http://www.hnu.de/cds)

**Online application:**

[www.hnu.de/cds-bewerbung](http://www.hnu.de/cds-bewerbung)

- [HochschuleNeuUlm](https://www.hochschule-neu-ulm.de)
- [Hochschule Neu-Ulm](https://www.facebook.com/HochschuleNeuUlm)
- [hochschule\\_neu\\_ulm](https://www.instagram.com/hochschule_neu_ulm)
- [twitter.com/HS\\_Neu\\_Ulm](https://twitter.com/HS_Neu_Ulm)
- [linkedin.com/school/hochschule-neu-ulm/](https://www.linkedin.com/school/hochschule-neu-ulm/)
- [tiktok.com/@hochschule\\_neu\\_ulm](https://www.tiktok.com/@hochschule_neu_ulm)

## WHAT DOES THE NEU-ULM UNIVERSITY STAND FOR?

Neu-Ulm University (HNU) is an international business school. In the interdisciplinary bachelor's and master's degree programs, students are prepared in a practice-oriented manner for management activities and leadership positions with different focuses. HNU cooperates intensively with numerous companies, attaches great importance to international exchange and the promotion of cultural and social skills. The campus with state-of-the-art media technology equipment is located in a green area and is characterized by its family atmosphere.

## CONTACT

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