



MASTER INFORMATION MANAGEMENT AND CORPORATE COMMUNICATION

WHAT MAKES THIS PROGRAMME UNIQUE?

- Additional practical experience
- Projects in cooperation with companies, in areas including logo design, online marketing, programming
- A wide range of elective courses (e.g. video production, strategy and social media)
- Creative work in the areas of communications and design
- Unique concept with three thematic specialisations: consulting and project management, cross-media journalism, media and communications
- Modern facilities including innovation space, photo studio, Mac lab, newsroom
- Optional specialisations
- International orientation with two semesters in English
- Competent instructors with practical experience

WHAT ARE THE CAREER OPTIONS?

Graduates of this programme often find employment where the areas of communication, design and production meet. Typical professional fields in medium-sized companies include marketing, marketing communications and public relations. Graduates often find jobs within companies in the strategic areas of product marketing, marketing communications, sales management and public relations. They are just as much in demand in communications departments as in advertising, PR and event management agencies. Self-employment and freelance work is encouraged in the course of this programme. New occupational profiles requiring skills in the areas of IT, business studies, design and communications are also emerging. These new occupational profiles include areas such as: UX/interface design, big data / AI marketing, content marketing, multi-media design and multimedia or community management.

HOW IS THE PROGRAMME STRUCTURED?

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| 1st semester | 30 ECTS |
| • Business Studies I | |
| • Programming Technology | |
| • Basics of Information Management | |
| • Marketing (incl. market research) | |
| • Media Design I | |
| • English I | |
| 2nd semester | 30 ECTS |
| • Business Studies II | |
| • Applied Statistics | |
| • Databases | |
| • Marketing Communication I | |
| • Media Design II | |
| • English II | |
| 3rd semester | 30 ECTS |
| • Project Management | |
| • Web Engineering | |
| • Media Law and Media Technology | |
| • Marketing Communication II | |
| • Text Workshop | |
| • Corporate Communications | |
| 4th semester | 30 ECTS |
| • Internship Semester | |
| 5th semester (in English) | 30 ECTS |
| • Business Processes and Business Information Systems | |
| • User-Centred Design and Development | |
| • Advanced Corporate Communications | |
| • Communications Project | |
| • Media Design III | |
| • Academic Writing and Research Methods | |
| 6th semester: Internship Semester | 30 ECTS |
| • Strategic Management | |
| • Information Management | |
| • UX Project | |
| • Intercultural Management | |
| • Content Production | |
| • Seminar | |
| 7th semester: | 30 ECTS |
| • Electives and Bachelor's Thesis | |

Degree: Bachelor of Arts (B.A.)

HOW INTERNATIONAL IS THIS PROGRAMME?

The Neu-Ulm University of Applied Sciences promotes stays abroad through its partnerships with universities around the world. Students have the opportunity to spend a semester abroad between the 4th and 7th semesters, either studying or completing an internship. Foreign language skills are an important prerequisite for a successful stay abroad. That's why English and one other foreign language are an integral part of this programme, as well as seminars with a focus on a specific country or on intercultural management.

UNIQUE DESIGN

The unique design of the IMUK (Information Management and Corporate Communications) programme is based on three pillars: Business Studies – IT – Communications and Design. The perfect combination for generalists who will later be working at interfaces to ensure that projects run smoothly.

WHAT ARE THE REQUIREMENTS FOR ADMISSION?

- An Interest in economic topics, enthusiasm for new information and communication technologies and a good grasp on design
- General or subject-specific university entrance qualification and entrance qualification for a university of applied sciences

WHAT DOES THE NEU-ULM UNIVERSITY OF APPLIED SCIENCES STAND FOR?

The Neu-Ulm University of Applied Sciences (Hochschule Neu-Ulm, HNU) is an international business school. In our interdisciplinary bachelor's and master's degree programmes, students receive practical training to equip them with the skills they need in order to take on management positions. HNU maintains cooperation partnerships with numerous German companies and places value on international exchange as well as the promotion of cultural and social skills. The HNU campus, with its state-of-the-art multimedia equipment, is surrounded by nature and is characterised by its friendly and welcoming environment.

CONTACT

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WHEN CAN I APPLY?

Winter semester:
from 2 May to 15 Juli

Summer semester:
from 15 November to 15 January

Check out our website for more information on the study programme and applying online:

www.hnu.de/imuk
www.showcase.hnu.de

- [HochschuleNeuUlm](https://www.hochschule-neu-ulm.de/)
- [Hochschule Neu-Ulm](https://www.hochschule-neu-ulm.de/)
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