FURTHER INFORMATION AND CONTACT

Admission requirements

German higher education entrance qualification or foreign higher education entrance qualification; English level B2, no German language skills required.

Application

For further information regarding the application process and deadlines, please scan the QR code below! www.hdm-stuttgart.de/smm/admission



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Further information on the degree program www.hdm-stuttgart.de/smm

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SOCIAL MEDIA MARKETING & MANAGEMENT

Bachelor of Arts



WHY SOCIAL MEDIA MARKETING & MANAGEMENT?

Are you passionate about social media and want to turn it into a rewarding career? Do you want to learn how to create engaging content, manage online communities, and analyze data to optimize your company's social media strategies? If so, our bachelor's program "Social Media Marketing & Management" is exactly for you!

Actually, it's even more than a degree program – it's a gateway to the world. You won't only learn how to rock online marketing and social media, but also how to communicate in different languages and between cultures. By speaking German and English fluently, you will be able to connect with people all over the globe.

You will have the chance to spend a semester abroad and gain international experience. You will develop intercultural and social skills that will help you in any industry. With our bachelor's degree, you become a sought-after expert for social media marketing & management.

Are you ready for exciting challenges in this new and exciting field? Go grab your ticket to the digital future!

WHY HDM?

HdM is one of the leading media universities in Europe and both students and staff have won many awards. HdM houses renowned research institutes, boasts award-winning architecture, and offers well-equipped facilities. Students can enjoy a wide range of sports opportunities, access well-maintained libraries, and partake in engaging events.

OUR CURRICULUM

Our degree program combines three awesome fields: business, media, and AI tools. The focus of the business classes is on marketing and management.

Classes on media design, media production and storytelling will introduce you to professional content creation. Since Artificial Intelligence (AI) is gaining more and more importance, you will learn how to use AI tools to create content, such as stories, videos and podcasts. AI tools can even help you in marketing, for example to make smart decisions, analyze markets, target customers or run campaigns. However, the pros and cons of AI, as well as how it affects society and the environment, shouldn't be ignored and will be discussed.

In addition, you will also improve your language skills in either English or German, depending on your native language. Several soft skills modules will support your personal development and teach you skills needed for your work life. During the last two semesters you will gain hands-on experiences in several practical projects with companies and social institutions. Join our degree program to get prepared for the future of work and life!

CAREER OPPORTUNITIES

Social media marketing and management is a rapidly growing industry and there are many job vacancies. You will be able to work in different types of organizations – from brands to agencies to nonprofits, or even start your own freelance business. Due to your solid background in business, media and Al tool applications, you can choose the job prefer – such as being a content creator, a social media manager, a social media strategist or a social media consultant.

SEM.						
1	Language Module 1	Business Management	Multimedia Storytelling	Social Media Marketing & Mgmt Orientation	Media Design and Impact	Marketing in the Digital Era
2	Language Module 2	Media & Business Law	Market Research	Social Media Marketing	Media Production	Online Marketing I
3	Compulsory Elective Module	Metaverse and Web3	Trend and Future Research	Social Commerce & Marketing Strategy	Social Media Newsroom	Online Marketing II
4	Compulsory Elective Module	Research Methods & Project		Strategic Management	Management & Leadership	Marketing Tools & Analytics
5	Internship					
6	Compulsory Elective Modules					
7	Compulsory Elective M	lodules		Bachelor Bachelorthesis Colloquium		
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