STUTTGART

A media centre

Stuttgart is located in the middle of a region which has one of the strongest economic infrastructures in Europe. It is an innovative high tech region with excellent prospects for the future. The capital of Baden-Württemberg is a city characterized by automobile production, culture, sports, and above all, media. The local creative industry includes more than 4,500 companies and is an important economic impetus in Stuttgart. Over 200 book and magazine publishers shape the city. Holtzbrinck, Klett, Mairdumont, Motor Presse and the Südwestdeutsche Medienholding are all located in Stuttgart.

The public radio and television broadcasting company SWR produces radio and television programmes in Stuttgart. The Swabian metropolis is among the leaders in the animation sector and in digital applications, visual effects, and postproduction. In addition, the German headquarters of global IT-companies like IBM and Hewlett-Packard (HP) are near Stuttgart. Numerous parks and forests in the vicinity and a broad range of cultural and leisure activities make Stuttgart a very attractive place to live and study.
STUDIES
Professional education for the media
The Hochschule der Medien (HdM) Stuttgart is a public university of applied sciences. It prepares specialists and generalists for work in today’s world of media.

DEGREE PROGRAMMES
Bachelor’s degree programmes
› Advertising and Marketing Communication
› Audio-visual Media
› Computer Science and Media
› Crossmedia Journalism/Public Relations
› Information Design
› Information Sciences
› Information Systems and Digital Media
› Integrated Product Design
› Media Engineering
› Media Management
› Media and Technology (German-Chinese)
› Media Publishing
› Mobile Media
› Online Media Management
› Packaging Technology
› Print Media Technologies (taught in English)

Master’s degree programmes
› Audio-visual Media
› Computer Science and Media
› Corporate Communications
› Media Management
› Media Research
› Packaging Development Management
› Crossmedia Publishing & Management
› Business Information Systems

Master’s degree programmes (part-time)
› Data Science and Business Analytics (M. Sc.)
› International Business (MBA)
› Intra- und Entrepreneurship (tech) (MBE)

FURTHER INFORMATION
Student advice centre
www.hdm-stuttgart.de/english/study_office

Programmes
www.hdm-stuttgart.de/studienangebot

Online application
www.hdm-stuttgart.de/onlinebewerbung

Deadlines
Summer Semester: January 15th
Winter Semester: July 15th

Facts and figures
› more than 5,000 students
› 16 Bachelor’s degree programmes and eleven Master’s degree programmes
› 140 professors, 253 employees and numerous adjunct lecturers
› over 11,000 applicants per year and only 1,400 available spots
› partnerships with over 120 universities around the world
› library with around 70,000 e-books and more
› first class technical equipment in labs and technical departments
› campus radio »HORADS 88.6« and campus TV »stufe«
› 22,000 square meters of interior space

The spectrum of professional media education at the HdM is one of a kind in all of Europe. Nearly 30 accredited Bachelor’s and Master’s degree programmes are available including printing, audio-visual media, information systems, computer science, advertising, media management, media publishing, and packaging technology. The combination of a strong theoretical background and hands-on experience creates a programme of active learning. Students learn to work together and solve problems involving a combination of technology, business and media content.

The Curriculum and contents are regularly reviewed and adapted to keep up with current developments in media. A one-semester internship is required as an integral part of the Bachelor’s studies. Together with projects it ensures the practical orientation of the programmes. Students can also complete doctoral programmes in collaboration with partner universities.

The Institute of Applied Research coordinates research activities on innovative topics in various media sectors. Printed electronics, digital media and information design are some of the focal points. The university’s start-up centre provides a starting point for students who want to launch and manage their own business.