

ACCOMMODATION

The Studierendenwerk Stuttgart (Student Services) owns and maintains several student dorms in Stuttgart, many of them situated near or on campus.

For more information please visit:

www.studentenwerk-stuttgart.de/en/accommodation



ARRIVAL

Your first contact person will be your buddy. This is a Stuttgart Media University student who will pick you up at the airport or the train station and takes you to your accommodation. They will answer your initial questions and help you to settle in. All international students will meet for the first time during the traditional welcome breakfast which launches the orientation weeks.

ORIENTATION WEEKS

Before the semester starts, we help you to organize your exchange semester. This includes: Registration with the local authorities, opening a bank account, getting your student ID, obtaining a ticket for public transport, internet access and many other things. Your intensive German language course will take place before the semester starts (winter semester only) and, of course, so will a lot of other activities, excursions and fun events.

WELCOME TO STUTTGART

When it comes to Stuttgart, names like Mercedes and Porsche come to most people's minds. The federal state capital of Baden-Württemberg is famous for being the home of the world's oldest car manufacturers. With companies like Bosch and Siemens, Stuttgart is in Europe's leading high-tech region and Germany's strongest commercial metropolitan area. Furthermore, Stuttgart is one of the greenest cities in Europe and is richly endowed with mineral spas and numerous springs. Early each year, the largest spring festival in Europe (essentially the Oktoberfest of Stuttgart) takes place at the Cannstatter Wasen, the traditional fairground in the oldest district of the city. When you journey to Stuttgart, you will discover lots more...!

EXCHANGE.NETWORK & OTHER ACTIVITIES

Our student-run initiative organizes various activities for our exchange students – not only during the orientation weeks, but also throughout the semester! Find out more about these activities here:

www.hdm-stuttgart.de/international/netzwerke

Your contact to the EXCHANGE.NETWORK

exchange.network@hdm-stuttgart.de

facebook.com/HdmExchangeNetwork/

SCHOLARSHIPS

Students coming from within the European Union may apply for an ERASMUS+ grant at their home university. The Federal State of Baden-Württemberg also offers scholarships for incoming students from our partner universities from all over the world: www.bw-stipendium.de

The German Academic Exchange Service makes different kinds of funding available to foreign students who wish to study in Germany. Find out more here: www.daad.de

STUDY. UNDERSTAND. DO.



Stuttgart Media University

Nobelstrasse 10

70569 Stuttgart

Phone +49 711 8923 2035

Telefax +49 711 8923 11

www.hdm-stuttgart.de

ADVERTISING & PUBLISHING

Minor

WELCOME TO THE WORLD OF MEDIA

How are books printed? What does „communication“ mean? How are virtual worlds created? What happens behind the scenes in TV studios? What is important in the design of packaging and how does advertising actually work? Students at Stuttgart Media University are concerned with these and many other questions.



With 16 Bachelor's and 11 Master's degree programs, Stuttgart Media University covers a broad spectrum of media expertise: from printed media to electronic media, from media theory and journalism to media production, from media design to making media available.

Stuttgart Media University has partnerships with around 100 universities worldwide, offers international degrees, and runs several ERASMUS+ strategic partnerships with universities from both inside and outside of the EU.

Follow us on Facebook!

www.hdm-stuttgart.de/facebook

ADVERTISING & PUBLISHING

The Minor program Advertising and Publishing focuses on the planning, design and production of communications in advertising and publishing. It covers the relevant areas on the path from the "first idea", via visual design, to the production and dissemination of the finished product. With the specialisations Analysis & Strategy, Design & Advertising as well as Publishing & Production, students learn about all the phases which are important in the conception, publishing and distribution of printed and digital media, including mobile web-apps.

COURSES	ECTS
Mobile Advertising and Brand Engagement	4
Marketing Fundamentals	2
International Media Research (summer semester only)	5
Information Psychology (winter semester only)	2
Rights & Licences (winter semester only)	3
Trends in Media	3
Photography	5
Prepress-Press-Postpress	6
Screen Design	3
German Language Course	2

During one semester, students become familiar with the most important methods in the areas of research, analysis and marketing, and will gain insight into the strategies and psychology of market communication. Alongside this, they become acquainted with the various processes involved in creative design such as design trends, photography and interaction design. Additionally, our students are involved in the different stages of publishing and advertising - from the selection and production of appropriate contents, their preparation for the most diverse forms of distribution, to

duplication and distribution. A parallel practical placement/ internship in the printing workshop of the University helps to make the pre-printing, printing and post-printing processes understandable.

In this way, the path taken for an advertising campaign from conception to a printed poster which can be touched and which – if positioned in the right location – can be seen by millions of people is vividly demonstrated. Students will also see how a book is transformed from an idea into a multi-media product which fulfills the needs of a wide variety of readers and users with texts, images and sound.

For questions concerning this Minor please contact

Prof. Dr. Jürgen Scheible

Phone: +49 711 8923 2276

Email: scheible@hdm-stuttgart.de

INTERNATIONAL OFFICE

Phone: +49 711 8923 2035

Email: incomings@hdm-stuttgart.de



STUDENT EXCHANGE

Every semester, Stuttgart Media University welcomes numerous exchange students from all around the world. If you have decided to study in Stuttgart as part of your semester abroad, we'd like to be the first to welcome you! The academic year at Stuttgart Media University is split into two semesters: a winter semester (September to February) and a summer semester (March to July).

APPLICATION

Step 1: Get nominated by your home university

Step 2: Fill out the online application

Step 3: Upload your supporting documents



Application Deadlines

31 May for the following winter semester

31 October for the following summer semester

www.hdm-stuttgart.de/english/exchange_students

SUBJECT TO CHANGE

Please note, that all the information in this booklet is subject to change. For up-to-date details, please visit our website.