



ADVERTISING

This is a Minor Programme for exchange students wanting to study abroad at Stuttgart Media University in Germany.

Ready to dive into the world of advertising and master the journey from the first idea to the final product?

Study Advertising at HdM in Stuttgart, Germany!



Course Overview

- **Marketing mix** and development of **marketing concepts** for cross-media surroundings.
- Current **digital marketing concepts** and their potential to engage target audiences.
- Fundamental concepts of **storytelling** and how to use specific **narrative styles** for different media types.
- Production of **audiovisual content** for various social media sites to enhance branding and corporate communication.
- Drivers and impacts of **digital transformation**.

Your HdM Experience

- You will have a personal **Buddy** assigned to you, making sure you are well taken care of.
- We provide **student housing**.
- You get to study in one of **Germany's major cities** in the heart of Europe.
- Join **social events** organised by Erasmus Student Network (ESN)!

YOUR INTERNATIONAL JOURNEY STARTS HERE:



Scan for more info and contact details



[hdm_international](https://www.instagram.com/hdm_international)



hdm-stuttgart.de/exchange

DAAD

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INITIATIVEN



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Stuttgart