



SOCIAL MEDIA & MANAGEMENT

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

Do you want to learn what it takes to become a professional in the emerging world of digitalisation and social media?

Study Social Media & Management 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 in 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

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