



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

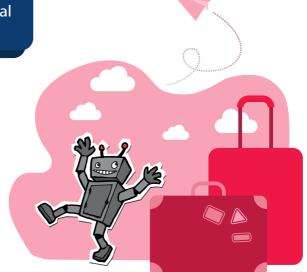
Your HdM Experience

- 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



hdm-stuttgart.de/exchange







