HOCHSCHULE
DER MEDIEN

Please type or if using handwriting, write neatly using black ink and type script.

*   Mandatory fields (marked with *) are required to be completed in order for the University to process your application documents.
*   Should there be an omission of important information or should any documents be found to be fraudulent, the University reserves the right to reject or withdraw the application and/or offer made.

Please make sure that you download the form before filling it out and save it.

Please provide your email address for further communication (Page 2).

Please provide your documents only once. You will not receive a confirmation email after uploading them. If you do not see an error message, the upload was successful. The password required for uploading is "SMMPhase2".

HOCHSCHULE DER MEDIEN

APPLICANT DETAILS (*mandatory)

Title* (Mr/Ms etc)... Gender ....

Family Name* (as it appears on your passort)..

First Name* (as it appears on your passport) ....

Date of Birth* (DD/MM/YY) .... Nationality*...

Email Address* (for further communication) ....

INTERNATIONAL APPLICANTS ONLY

Country of Permanent Residence*...

HIGH SCHOOL AND PREVIOUS ACADEMIC STUDIES

Please also add any university level studies you are currently taking or higher education studies you have taken without a completed degree. If you still attend school, please enter information about the degree you expect to get and also include the expected grade.

Highschool Details ....
(e.g. Highschool Diploma / (International) Baccalaureat)

Date of Completion ....

Grade (or expected grade) ....

Name and Country of Institution ....

University Details ....
(e.g. Bachelor Studies in International Relations)

Date of Completion ....

Grade (or expected grade) ....

Name and Country of Institution ....

PERSONAL STATEMENT
In order to get to know you better, please answer the following questions.
(max. 250 words per answer)

How did you find out about this study program?

Why would you like to study Social Media Marketing & Management? Why did you choose Germany?

Have you already gained some study or work experience in this field?
If yes, tell us more about it, including tasks, responsibilities, type of organization and duration.

Why would you be a good candidate for this degree program?

What are your career aspirations and how does our program support these?

What will be your contribution as a social media marketing expert to your company's success? Explain your reasoning.

PROBLEM SOLVING TASK
(max. 500 words)

Imagine that you are working as a freelancer in the social media field. The "Social Media Marketing & Management" study program at Hochschule der Medien approaches you. They ask you to develop and execute an international social media campaign to promote the program. Describe three to four content formats for the campaign and explain how and why you would use them.

LANGUAGE SKILLS

Please provide us with information about your language skills and tests. If you have not taken a test yet, please mark what you think is most likely.

English: □ B2   □ C1   □ C2   □ Mother Tongue   □ Do not know

German: □ None   □ A1   □ A2   □ B1   □ B2   □ C1   □ C2   □ Mother Tongue

DECLARATION

I declare that the information supplied on this form is correct and complete. I have read the information about the tuition fees and other costs and am aware that I am responsible for any arrangements for accommodation, health insurance, and visa documents (where applicable).

DATE .... SIGNATURE...
(Handwritten or electronic, no typed signatures will be valid)

OUR CONTACT DETAILS FOR ANY ENQUIRIES

Email: admissionsSMM@hdm-stuttgart.de