

DIGITAL MEDIA

FULL-TIME/DUAL

Bachelor of Science



BUSINESS
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

DIGITAL MEDIA FULL-TIME/DUAL B.Sc.

PROGRAM OBJECTIVES

Our Digital Media B.Sc. degree program offers practical, career-oriented studies. The focus is on the most important drivers of today's society – digitalization and media. Your training includes classic IT, design, and business administration classes, along with new digital modules such as Interactive Storytelling, Digital Product Management, and Data Analytics. Students have the possibility of specializing by choosing options. In addition to the teaching of specialized expertise, classes on social and methodological skills are also integrated into the program.

PROGRAM STRUCTURE

The modular program is divided into the following areas of study: Media Design, Informatics, Management, Interdisciplinary Subjects, and Practical Modules. Each module ends with a separate examination. Emphasis is placed on the independent application and implementation of the course content in digital media. An international approach is possible by spending a semester abroad.

PROSPECTS

The degree program concludes with the awarding of the academic degree Bachelor of Science (B.Sc.). This degree opens up a wide range of career opportunities. The fields of application range from middle management tasks to strategic responsibilities. The B.Sc. is an accredited and internationally recognized degree that qualifies graduates to pursue a master's degree.

AT A GLANCE

When to start

Winter semester

Standard period of study

6 semesters, full-time / 8 semesters, part-time

Requirements

- For more information, go to hs-mz.de/applying and see the degree program's homepage (link and QR code below)
- Proof of good English skills (not a requirement for admission to the 1st and 2nd semesters)
- DUAL: cooperation agreement and ongoing or completed vocational training

Contact us

studium.wirtschaft@hs-mainz.de

+49 (0) 6131 628-3415

For more information

Exchange students:

hs-mainz.de/studium/services/wirtschaft/incoming/

Degree-seeking students:

kennennlernen.hs-mainz.de

<https://hs-mz.de/dim-en>



“While studying in my dual program, I was already able to apply my newly acquired business, technical, and design skills directly to my work in the marketing department.”

Melissa, graduate



BUSINESS
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES