The program requires students to have a total 180 to 210 ECTS-credits or equivalent and an initial university degree that is rele-vant to this course of study. Competence and skills in communi-cation theory and media research as well as relevant professional experience in communications and media practice are also requi-red. International experience (studies, internships abroad) is an asset. In addition, you need to submit evidence of your English language proficiency with a minimum level of C1.

Further Information
You can get detailed information about the requirements as well as the application process on this website: www.tu-ilmenau.de/en/department-em/prospective-students/

Information for International Applicants
I'm interested in studying at Technische Universität Ilmenau. What's next?
Here you can find general information about the opportunities for studying at Technische Universität Ilmenau: www.tu-ilmenau.de/international/prospective-students

Where can I get support for additional services?
If you need support for organizing accommodations, arranging your visa or other documents, you can contact the support and service network “we4you”. They will help you to manage your personal affairs:
www.tu-ilmenau.de/en/we4you

Where do I get personal advice? 
Admission service for international students:
Ms. Gudrun Breternitz
gudrun.breternitz@tu-ilmenau.de

Kathrin Schwarze
Graduate of IfMK Master’s program

“Excellent guidance, seminars at the interface of communication, economics, and technology, and a campus life full of variety – this Master’s pro-gram combines a lot of advantages. Being close to new scientific discoveries and at the same time gaining practical experience offers the optimal basis for a successful entry into the job market.”

At a Glance

The University of Technology Ilmenau
Ilmenau is a bucolic town near the Thuringian Forest, forty kilo-meters south of Erfurt. The Technische Universität Ilmenau has made a name for itself because of its excellent study programs in media and communication.

A high variety of events and a region which is interesting for diverse sporting activities (e.g. hiking or mountain biking) ensu-re enjoyable years of study – also beyond lectures and courses. On top of that, you get the chance to take part in one of many different student associations that offer diverse fields for your engagement. In the evening, the doors of numerous student’s clubs will be open for you.

Five good reasons to study Media and Communication Science in Ilmenau
- Excellent support and small seminar groups create a great atmosphere for working together
- Manifold, interesting modules, which are aligned to up-to-date research topics
- Well-established connections to companies and institutions ensure exciting projects with real clients
- State-of-the-art technologies for giving presentations and realizing your own projects
- Representative, modern campus in a central location with short commute times

Benjamin Hagen
Graduate of IfMK Master’s program

“What I really like about MCS is the possibility to build your study program according to your own wishes. The different specialization and research modules helped me specialize more after my broad Bachelor studies program, which prepared me ideally for professional life.”
Overview of the Master’s Program

<table>
<thead>
<tr>
<th>Emphasis</th>
<th>Strategic Communication &amp; Public Relations</th>
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</thead>
<tbody>
<tr>
<td>1 Orientation Module</td>
<td>Trends in Media and Communication</td>
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<th>Exemplary Topics</th>
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<tr>
<td>International crisis communication</td>
<td>Theory of practice of journalism</td>
</tr>
<tr>
<td>Students acquire advanced skills and knowledge that will help them to master different professional challenges of strategic communication. Together with our lecturers, students discuss and analyze current topics and cases in the fields of public relations, internal communication, crisis communication, and advertising. They learn to understand, critically reflect and apply theories and methods in the field of strategic communication. Students develop and conduct their own research. In addition, the evidence-based management of strategic communication activities are central.</td>
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<td>Research in Media and Communication Management</td>
<td>Next-Generation Applications</td>
</tr>
<tr>
<td>At the interface between management, marketing, development of technology and media psychology, students learn to create, test, market and manage media products in an economically successful way. Simultaneously, it is about communication and diffusion (dissemination) of new ideas, techniques and scientific insights. All this happens in a dynamic environment that is characterized on the one hand by the emergence and convergence of technologies, media and markets, and on the other hand by growing risk awareness and social cleavage (e.g. digital divide).</td>
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<td>Online communication, digital entertainment, computer games and virtual worlds more and more influence our society. How do people communicate and act in social networks, online games and virtual environments? This emphasis deals with these and other questions at the interface between technology, economy and society. Students can learn basic approaches for the analysis of online communication from different perspectives as well as technological basics of software conception and development with economical aspects.</td>
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Career Fields

The Master’s degree in “Media and Communication Science” prepares you for a wide variety of employment in the following innovative and research-oriented career fields:

- Public Relations
- Social Media Game Development
- Marketing
- Movie and TV Production
- Entertainment Engineering
- Crisis Communication
- Usability Research
- Political Consulting
- Media Psychology
- Journalism
- Innovation Research
- E-Learning
- Advertising
- Usability Research
- Market Research
- Management Consulting
- Organizational Communication
- Event Management
- Media Conception
- Online Journalism
- Media Production
- Project Management
- Online-Marketing

The graduates of the Master’s program “Media and Communication Science” especially appreciate the extensive variety of research modules with up-to-date topics. This allows either to specialize in a specific field or to combine different modules - all aligned with your career aspiration. On top of that, our graduates have a great reputation in numerous companies, first of all in the media sector.

Doctorate

You are also well-prepared for doctorate at the IfMK. It serves to prove competence in advanced scientific work. The faculty awards a doctorate degree with a doctor philosophiae (Dr. phil.). A doctorate can be proceeded in two different ways: As an external PhD student you elaborate your thesis under the personal advice of a professor. You are invited to attend the courses you need for your further development. As an internal PhD student, you are employed as a teaching and research assistant at one of our departments.

Prof. Dr. Claus Erich Boetzkes
News anchorman of “Tagesschau” (ARD) and honorary professor at the IfMK

“The Master’s program at the IfMK in Ilmenau is demanding and exciting. Courses are in English and go into great detail. The students can apply the knowledge gained to their own research projects on current media trends.”