Media and Communication Science

Degree
Master of Arts (M.A.)

Duration of Studies
3 Semesters

Application Deadline
Summer Semester: March 15
Winter Semester: September 15

Language of instruction
English

Start of Course
April / October

Further Information
You can get detailed information about the requirements as well as the application process on this website: www.master-mcs.de/application

Requirements / International Students
The program requires students to have a total of 210 ECTS-credits or equivalent and an initial university degree that is relevant to this course of study. Competence and skills in communication and media research as well as relevant professional experience in communications and media practice are also required. International experience (studies, internships abroad) is an asset. Very good English language skills are essential.

Further Information
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Application Procedure
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Further Information
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Examination Office
Dipl.-Ing. Susanne Puschnerus
+49 3677 69-4647
pa.ifmk@tu-ilmenau.de

Address for Visitors
Ilmenau University of Technology
Institute of Media and Communication Science (IfMK)
Ernst-Abbe-Zentrum (EAZ)
Ehrenbergstraße 29
D-98693 Ilmenau

Photographs of the Master Graduates
Private

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Five good reasons to study Media and Communication Science in Ilmenau

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

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 program 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.”

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.”

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Our social-science-oriented Master’s program “Media and Communication Science” (MCS) is just like the profile of the IFMK in research and teaching. Interdisciplinary, related to practice and international. As one of the largest German university institutes in the field of media and communication, we offer three job-oriented emphases:

- Strategic Communication & Public Relations
- Media Management & Communication of Innovations
- Online Communication & Digital Games

Like our Bachelor’s degree, the Master’s program is based on an interdisciplinary model of education that combines communication science, economics and media technology. While in “Strategic Communication & Public Relations” the focus is on theories, methods and competencies from communication science, which is always application-oriented, “Media Management & Communication of Innovations” has a higher share of media economics. The emphasis “Online Communication & Digital Games” deepens aspects of media technology.

The course program is completely organized by the professors, academic staff and lecturers of the IFMK. This guarantees an ideally aligned study program. As an option, courses of other institutes and departments of the TU Ilmenau are also eligible. Our examination office and tutors actively help our students to find the courses corresponding to their prior knowledge and learning targets.

To guarantee a perfect interplay between research and teaching and to always be able to contribute the latest research findings to the teaching, the course offer is oriented along the extensive research activities of the institute, allowing current topics and trends in the field of media and communication to find their way into the Master’s program.

Overview of the Master’s Program

Emphasis
Strategic Communication & Public Relations

1 Orientation Module Trends in Media and Communication
1 Orientation Module Social Science Work and Empirical Research

4 Specialization Modules and 3 Research Modules
Exemplary Topics:
The resonance of press releases in the social web
International crisis communication
Planning cross-media campaigns

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 is central.

Master’s Thesis (3rd semester)

Emphasis
Media Management & Communication of Innovations

1 Orientation Module Trends in Media and Communication
1 Orientation Module Social Science Work and Empirical Research

4 Specialization Modules and 3 Research Modules
Exemplary Topics:
E-learning technology and didactics
Procurement and production of TV entertainment
How do media report about energy topics?

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).

Master’s Thesis (3rd semester)

Emphasis
Online Communication & Digital Games

1 Orientation Module Trends in Media and Communication
1 Orientation Module Social Science Work and Empirical Research

4 Specialization Modules and 3 Research Modules
Exemplary Topics:
Structure of digital games and entertainment
Use of robots or interactive displays at the point of sale
Public value of mediated gaming worlds

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.

Master’s Thesis (3rd semester)

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
- MEDIA MANAGEMENT POLITICAL CONSULTING
- MEDIA PSYCHOLOGY JOURNALISM INNOVATION RESEARCH
- E-LEARNING MEDIA PRODUCTION 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 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 Boettke
News anchor at “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.”