

STUTTGART

A media centre

Stuttgart is located in the middle of a region which has one of the strongest economic infrastructures in Europe. It is an innovative high tech region with excellent prospects for the future. The capital of Baden-Württemberg is a city characterized by automobile production, culture, sports, and above all, media. The local creative industry includes more than 4.500 companies and is an important economic impetus in Stuttgart. Over 200 book and magazine publishers shape the city. Holtzbrinck, Klett, Mairdumont, Motor Presse and the Südwestdeutsche Medienholding are all located in Stuttgart.

The public radio and television broadcasting company SWR produces radio and television programmes in Stuttgart. The Swabian metropolis is among the leaders in the animation sector and in digital applications, visual effects, and postproduction. In addition, the German headquarters of global IT-companies like IBM and Hewlett-Packard (HP) are near Stuttgart. Numerous parks and forests in the vicinity and a broad range of cultural and leisure activities make Stuttgart a very attractive place to live and study.



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STUDIES

Professional education for the media

The Hochschule der Medien (HdM) Stuttgart is a public university of applied sciences. It prepares specialists and generalists for work in today's world of media.



The spectrum of professional media education at the HdM is one of a kind in all of Europe. Nearly 30 accredited Bachelor's and Master's degree programmes are available including printing, audio-visual media, information systems, computer science, advertising, media management, media publishing, and packaging technology. The combination of a strong theoretical background and hands-on experience creates a programme of active learning. Students learn to work together in teams and solve problems involving a combination of technology, business and media content.

The Curriculum and contents are regularly reviewed and adapted to keep up with current developments in media. A one-semester internship is required as an integral part of the Bachelor's studies. Together with projects it ensures the practical orientation of the programmes. Students can also complete doctoral programmes in collaboration with partner universities.

The Institute of Applied Research coordinates research activities on innovative topics in various media sectors. Printed electronics, digital media and information design are some of the focal points. The HdM start-up centre provides a starting point for students who want to launch and manage their own business.

DEGREE PROGRAMMES

Bachelor's degree programmes

- › Advertising and Marketing Communication
- › Audio-visual Media
- › Computer Science and Media
- › Crossmedia Journalism/Public Relations
- › Information Design
- › Information Sciences
- › Information Systems and Digital Media
- › Integrated Product Design
- › Media Engineering
- › Media Management
- › Media and Technology (German-Chinese)
- › Media Publishing
- › Mobile Media
- › Online Media Management
- › Packaging Technology
- › Print Media Technologies (taught in English)

Master's degree programmes

- › Audio-visual Media
- › Business Information Systems
- › Computer Science and Media
- › Corporate Communications
- › Crossmedia Publishing & Management
- › Media Management
- › Media Research
- › Packaging Development Management

Master's degree programmes (part-time)

- › Business Management (MBA)
- › Data Science (M. Sc.)
- › Intra- und Entrepreneurship (tech) (MBE)
- › Library and Information Management (M.A.)



FURTHER INFORMATION

Student advice centre

www.hdm-stuttgart.de/english/study_office

Programmes

www.hdm-stuttgart.de/studienangebot

Part time study programmes

www.hdm-weiterbildung.de

Online application

www.hdm-stuttgart.de/onlinebewerbung

Deadlines

Summer Semester: January 15th

Winter Semester: July 15th



Facts and figures

- › approximately 5.500 students
- › 16 Bachelor's degree programmes and twelve Master's degree programmes
- › 136 professors, 294 employees and numerous adjunct lecturers
- › over 7.000 applicants per year and only 1.400 available spots
- › partnerships with over 120 universities around the world
- › library with around 70.000 e-books and more
- › first class technical equipment in labs and technical departments
- › campus radio »HORADS 88,6« and campus TV »stufe«
- › 22.000 square meters of interior space