



# International Media Studies

Identifying global trends, fostering international networks, applying cross-media journalistic skills – these are challenges facing journalists and media managers around the world.

The unique International Media Studies (IMS) Master's program prepares students for careers in the communications and media sectors. Theory experts and industry professionals conduct modules in English and German for a maximum of 30 students.

The IMS program combines the disciplines media and development, journalism, communications and media management.

DW Akademie in Bonn offers an ideal learning environment for aspiring media experts from developing and transition countries and other regions.

The four-semester degree program complies with the European Credit Transfer System (ECTS).

Students in the final semester attend a colloquium and write a Master's thesis. Upon completion students are awarded a Master of Arts degree (M.A.). Outstanding graduates have the opportunity to pursue a doctorate at the University of Bonn.

# Curriculum overview

FIRST SEMESTER					SECOND SEMESTER				THIRD SEMESTER				FOURTH SEMESTER	TOTAL CREDITS
<b>Modules</b>														
Media and development	Media, education and communication	Media, politics and society I	Journalism	Media economics	Media, politics and society II	Media and communication science	Media management	Media practice/electives	Strategic management	Project work	Empirical methods II	Applied research project	Master's thesis and colloquium	
<b>Courses</b>														
Introduction to International Media Studies	Media training and media development	Policy and media systems	Journalism I–III	General introduction to media economics	Concentration of media ownership, media power and media governance	Introduction to media and communications	Controlling	Media project I–III	Editorial management and leadership		Advanced empirical methods	Master seminar		
Introduction to media and development cooperation	Intercultural communication and expertise	Media ethics and media law		Organization	The media in conflict and crisis situations	Empirical methods I	Human resource management	Elective I–II	Project management		Research practice	Practical methodology		
Academic research		Globalization and the media				Online media and media convergence	Marketing/public relations		Media planning		Research analysis and presentation			
<b>ECTS-Credits</b>														<b>ECTS-Credits</b>
6	6	6	6	6	6	8	8	12	8	6	6	6	30	120



## The essentials

The program begins every year in the fall semester. The tuition fee is 6,000 euros. A limited number of partial and full scholarships are available.

Prerequisites include a Bachelor's degree or its equivalent from a recognized academic institution.

After completing their undergraduate studies, applicants must also have at least one year of professional experience in a media-related field. Those applying for a full scholarship require at least two years of professional experience.

The program is bilingual (English–German) whereby the primary language of instruction is English.

# DW Akademie

DW Akademie is Germany's leading organization for international media development. Its experts have been supporting and strengthening free and independent media worldwide since 1965. The city of Bonn offers students an international setting where numerous UN organizations and approximately 150 non-governmental organizations have their offices.

## Student Advisory Service

The Student Advisory Service assists students in preparing for the program, provides practical tips for settling in and helps in establishing contact with media professionals and other institutions.

**CONTACT US** Registrar's office | T +49.228.429-2892 | [ims@dw.com](mailto:ims@dw.com)

**FOR MORE INFORMATION** [ims-master.de](http://ims-master.de)

DW Akademie also offers an 18-month bilingual traineeship for future journalists.

[dw-akademie.com](http://dw-akademie.com)

PUBLISHER

**Deutsche Welle**

DW Akademie

53110 Bonn, Germany

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PARTNERS



**Bonn-Rhine-Sieg University  
of Applied Sciences**



**BMZ**



**Federal Ministry  
for Economic Cooperation  
and Development**

This publication was made possible by the generous support of the Federal Ministry for Economic Cooperation and Development.

ADDITIONAL  
PARTNERS



**DAAD**