



## 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 Deutsche Welle's international center for media development, media consulting and journalism training. 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 +49.228.429-3503 / [ims@dw.de](mailto:ims@dw.de)

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

PUBLISHER  
**Deutsche Welle**  
DW Akademie  
53110 Bonn

EDITOR-IN-CHIEF  
EDITOR  
Ellen Schuster  
Ulrike Meyer

WITH KIND  
SUPPORT FROM

The State Government  
of North Rhine-Westphalia



This publication was made possible by the generous support of the government of the state of North Rhine-Westphalia, Germany.

ADDITIONAL  
PARTNERS



[www.dw-akademie.de](http://www.dw-akademie.de)



# 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 journalists and media managers from developing and transition countries and other regions.

## Curriculum overview

FIRST SEMESTER					SECOND SEMESTER					THIRD SEMESTER		FOURTH SEMESTER	TOTAL CREDITS
Modules													
Introduction	Media, education and communication	Media policy and society	Journalism	Media industry	Media and development		Media and communications	Media management	Practical media skills	Management skills	Project assignment	Master's thesis and colloquium	
Courses													
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			
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	Human resource management		Project management			
Academic research		Globalization and the media					Online media and media convergence	Marketing/ public relations		Media planning			
ECTS-Credits													ECTS-Credits
6	6	6	6	6	6		8	8	12	8	18	30	120