

DIGITAL MEDIA BACHELOR

Do you think digital media is having a profound influence on our world? Do you want to use the opportunities presented by digital media, but also challenge its promises? From the culture of the internet to media economies: in the Digital Media major, you learn how to analyse the ideas, technologies and history of digital media, and you will develop your own projects.

BACHELOR AT LEUPHANA COLLEGE

Studying at Leuphana College means much more than just gaining a Bachelor degree. You should also be someone who wants to understand different ways of thinking, take different perspectives and consistently subject your personal point of view to critical questioning. The Bachelor allows you to integrate different areas of interest.

Possible minor combinations

- Business Administration (GER)
- Business Law (GER)
- Business Psychology (GER)
- Comparative Economic Law (ENG)
- Digital Business (GER)
- Economics (GER or ENG)
- Educational Sciences (GER)
- Engineering (Fundamentals) (GER)
- Museum Studies (ENG)
- Philosophy (GER or ENG)
- Political Science (GER or ENG)
- Popular Music Studies (ENG)
- Psychology and Society (ENG)
- Social Media and Information Systems (GER)
- Spatial Sciences (GER or ENG)
- Sustainability Science (GER or ENG)

AT A GLANCE	
Degree awarded	Bachelor of Arts (BA)
Duration	3 years (6 semesters)
Credit points	180
Study places	36
Start date	Beginning of October
Language	English
Semester abroad	possible
Application period	Mid May – July 15 th
Requirements	— university entrance qualification — English skills
Restricted admission	yes
Admission	processed by Leuphana College
Programme Director	Prof. Dr. Jan Müggenburg



VISIT OUR OPEN DAY
www.leuphana.de/college-opensday



ASK A STUDENT
www.leuphana.de/college-choice



INSTAGRAM
[leuphana.college](https://www.instagram.com/leuphana.college)

Status 05 / 2024 – Subject to change
(see www.leuphana.de/college-mdm)



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mdm

DIGITAL MEDIA [MAJOR]

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→ COLLEGE

PROSPECTS

In the Digital Media major, you gain scientific expertise in the field of digital media as well as career-oriented qualifications. You not only learn how to understand new theories, analyses, tools and trends, but also gain the ability to accompany and help drive the rapid changes in ever new, critical and creative ways.

EMPLOYMENT OPPORTUNITIES

The degree course prepares you for work in a wide range of fields:

- Media Design, Consulting, and Production
- Product Management/Producer
- Digital Journalism and Editing
- Programming and Interface Design
- Marketing, Advertising, Community Management
- Press- and Public Relations
- Research and Teaching

MASTERS PROGRAMMES

After completing your Bachelor degree, you will have the opportunity to deepen your knowledge of the digital media by embarking on a Masters programme in media sciences at a university in Germany or abroad.

COURSE CONTENTS

At Leuphana College, you combine expert knowledge with innovative thinking and responsible action. The Leuphana Semester and Complementary Studies provide the framework for addressing socially relevant topics beyond your chosen major/minor combination. These areas are a fixed part of the Bachelor programme and let you get a taste for different areas of knowledge as well as develop viable solutions for future challenges together with other students at Leuphana College.

The Digital Media major combines three main objectives: Firstly, it teaches you how to engage with digital media with a powerful theoretical and critical approach, drawing on knowledge from media studies, media theory and media history. Secondly, you will be introduced to the fundamental principles of digital technologies. Last, but not least, you will explore the many creative possibilities of digital media in your own projects. You therefore acquire a skillset that allows you to be part of future changes in a critical and informed, as well as creative and engaged way.

You will take one half of your courses at Hamburg Media School in Hamburg and the other half on the campus of Leuphana University in Lüneburg. Your teachers are among the many internationally leading scientists researching digital media at Leuphana University's Centre for Digital Cultures. You can therefore develop your knowledge and skillset directly in the context of international cutting edge research.

You will also have the unique opportunity to spend two years at the School of Creative Media at City University of Hong Kong, where you can acquire a second, international degree.

1 st semester	2 nd semester	3 rd semester	4 th semester	5 th semester	6 th semester
LEUPHANA SEMESTER Opening Week Introduction to Digital Media Studies Methods of Digital Media Studies Science as method and way of thinking Critical thinking Challenges of the future Conference Week	Practical Experience, Digital Accessibility Expertise			Research Colloquium	Bachelor thesis
	Technological Basics	Agents and Interfaces, Economics of Digital Media			
	Media Cultures, History of Digital Media, Net Criticism, Media Theory				
	MINOR Complementing the Digital Media major with another field of study				
	COMPLEMENTARY STUDIES Dealing with socially relevant topics Thematic, methodological or practice-oriented complement to the major/minor combination				