

mdh

University of Applied Sciences

MASTER OF ARTS

3 SEMESTERS

FULL-TIME

**DESIGN
MANAGEMENT
M.A.**

THIS IS WHAT THE MDH STANDS FOR

Our USP

Clever learning concept

We teach in modules where our students spend a day intensively studying the theory and practice of the given topic. A good compatibility of work and study is given.

Trendsetting

We know the competencies of the future and gear our offerings according to what the market needs. We keep close contacts with companies and offer real business know-how.

Personal contact

For 35 years we are entrepreneurial and family oriented. We attach great importance to quick decisions, individual support as well as small learning groups and personal contact with the lecturers.

Career network

We have a strong network in the film, game, media and fashion industry, from which our students and alumni benefit. Our active community gives security for the future career.

DESIGN MANAGEMENT (MASTER OF ARTS)

1 AT A GLANCE

START DATE	1. APRIL 1. OCTOBER
LENGTH	3 SEMESTERS
DEGREE	MASTER OF ARTS

1.1 STUDY GOAL

The 3-semester Master's degree in Design Management (M.A.) is aimed at qualified, design-savvy interested parties with the basics as part of a first degree.

In the field of tension between economy, ecology, technological development and social changes, design has become a strategic factor. This increases the need for appropriate coordinating design skills, with a methodical awareness of multidisciplinary system relationships.

The aim of the master's course is to critically assess creative processes in the development, communication and implementation of design services in the context of market-relevant anchoring and to implement them in research and application-oriented projects. The close interlinking of design, marketing and management skills in the areas of strategic design and design management forms the basis for targeted problem solutions.

In an expanded discourse, the socio-cultural interferences and dependencies between design and knowledge culture are examined. Against the background of current debates in cultural studies, media studies and future and trend research, issues of socially relevant reconstitutions are discussed in the context of sustainable design measures and solution models are integrated into the project studies.

The final master's thesis serves to prove that the students are able to implement an application- or research-oriented work from the areas of strategic design and new media design according to the latest state of knowledge, on a higher level of complexity in an interdisciplinary manner.

1.2 PROFESSIONAL PERSPECTIVES

The Design Management Master helps companies with the following decision-making processes:

- to develop and implement innovative design strategies,
- Define and implement future scenarios for your own company,
- Recognize new communication formats and use them strategically.

The career prospects are among others in advertising agencies, design studios, trade fair and event agencies, film and media productions, multimedia agencies, architecture studios, marketing departments of larger companies, self-employment, research and teaching, social institutions and NGOs.

1.3 ADMISSION REQUIREMENTS

The Master's degree in Design Management is aimed at qualified graduates with a bachelor's or diploma degree in a degree from the fields of design, media, art, architecture or similar creative subjects. In exceptional cases, students from scientific or business courses can also apply who can demonstrate relevant professional experience in the creative industry and / or a high level of creative affinity. The mdh offers the opportunity to start the course with 180 ECTS points and to graduate after four semesters. Extracurricular activities can also be credited if necessary. The team of student advisors helps with any further questions.

1.4 APPLICATION PROCEDURE

An English Essay concerning a specific topic determines acceptance. Detailed information is available at the student advisory team.

1.5 STUDY FEES

BERLIN	GERMAN-CITIZENS	EU-CITIZENS	NON EU-CITIZENS
Tuition fee*	685,00 EUR/month	4.110 EUR/semester	6.300 EUR/semester
One-time Registration Fee	490 EUR	490 EUR	490 EUR
One-time Examination Fee	1.050 EUR	1.050 EUR	inclusive

* With a prepayment option (per semester, per year, or in full), you will receive up to 3% discount on your tuition fees.

2 CURRICULUM

2.1 OVERVIEW

1. SEMESTER	
STRATEGIC DESIGN	- BRAND IDENTITY - CULTURAL STUDIES
DESIGN MANAGEMENT AND DESIGN LEADERSHIP	- DESIGN AND MANAGEMENT - DESIGN THINKING
2. SEMESTER	
STRATEGIC DESIGN	- STRATEGIC IDEA MANAGEMENT - TREND AND FUTURE RESEARCH
DESIGN MANAGEMENT AND DESIGN LEADERSHIP	- DESIGN UND LEADERSHIP - INNOVATIVE MARKETING
3. SEMESTER	
MASTER-DEGREE	- SCIENTIFIC WORK METHODS - MASTER-THESIS AND COLLOQUIUM

2.2 1. SEMESTER

The focus of the first semester with the Brand Identity module, is on strategic brand development in fluid markets and, with the Design and Management module, on the acquisition of operational and strategic methodological skills in the organization of design resources and the control of design processes.

Application fields and future potentials for new brand profiles and collaborative communication strategies are discussed and implemented in project studies. Creative processes are optimized using design thinking methods and socio-culturally underpinned with cultural studies case analyzes for convergent media markets.

2.2.1 STRATEGIC DESIGN

BRAND IDENTITY

In the course of this lecture the students get to know the terms, the theoretical constructs and the practical implementation of brand management, especially in the area of cross-media applications. The focus is on the strategic brand development and their measures to strengthen or maintain their positioning among customers in order to constantly increase the independence and recognizability of the brand despite changing customer preferences and increasingly stronger competitors. In addition, students learn how brands use different media

channels and the appropriate target groups are communicated. At the end of the lecture, the students are able to carry out an independent analysis of brand policy measures and to derive recommendations for action from them.

CULTURAL STUDIES

On the one hand, this module provides an overview of the central historical and theoretical techniques of a cultural science of the media, which are analyzed in the context of their sensory perception and construction of reality and placed in the context of the technical and apparatus-related equipment. On the other hand, this module deals with the basics of communication and also shows which rules and rhetorical techniques are used to hold presentations. In this module, the theoretical knowledge is deepened through application-oriented exercises.

The focus of this lecture is on cultural institutions and individual media. In addition, specific media content, including of popular culture based on their aesthetic, historical and social significance.

2.2.2 DESIGN MANAGEMENT AND DESIGN LEADERSHIP

DESIGN AND MANAGEMENT

In this module there is an interdisciplinary exchange with the specialist areas of media managers in the areas of project management, business administration, media and copyright law, CRM and innovative marketing. Increasingly intense competition is forcing almost all companies and organizations to make their services qualitatively unique and differentiable. The design in its different material and immaterial forms plays a key role. Design stands for competence, for identity and the cultural location of an achievement. This increases the need for corresponding coordinating management skills.

DESIGN THINKING

Design Thinking describes a methodical approach for the development of creative processes, at the center of which human, technical and economic factors form an equal intersection. The aim is to develop expanded team skills and a culture of innovation. For the development of design strategies and future visions, the user-centered approach of Design Thinking offers a holistic and sustainable method for designing comprehensive and sustainable future scenarios.

2.3 2. SEMESTER

2.3.1 STRATEGIC DESIGN

STRATEGIC IDEA MANAGEMENT

This module focuses on creative strategies in order to be active in the field of strategic brand management by generating, collecting and selecting suitable ideas for improvements and innovations. The students learn diffe-

rent creativity techniques in order to be able to use their potential for ideas in the best possible way for design processes and projects.

TREND AND FUTURE RESEARCH

Trend research is a young, rather speculative field of knowledge. Because it is more like short-term trend forecasts that help with direct product design, while long-term megatrends serve as explanatory models for market changes.

The lecture aims to introduce both levels - marketing-related and sociological trend research - with a focus on use in marketing. The students are equipped by an insight into the newer lifestyle and subculture research. Afterwards, concepts and models will be presented how modern marketing builds short-term oriented product decisions and target group constructions on the results of trend research.

2.3.2 DESIGN MANAGEMENT AND DESIGN LEADERSHIP

DESIGN AND LEADERSHIP

The teaching of this module focuses on leading employees in modern and innovative network structures. Leadership competence is a sub-area of ??management competence and describes the ability of leading persons in an organization to successfully cope with managerial tasks in the areas of leadership. Which criteria should one use to select executives, i.e. which traits, traits or personality traits must the candidates bring with them and how can one improve the skills of current and future executives and, if necessary, help resolve conflicts between them constructively. Motivation training and conflict management are further keywords.

INNOVATIVE MARKETING

The module offers a well-founded insight into the challenges that marketing managers must face today. The focus is particularly on the possibilities and requirements of e-business and Web 2.0.

2.4 3. SEMESTER

The final master's thesis serves to prove that the students are able to implement application- or research-oriented work in the areas of strategic design and design management and design leadership according to the latest state of knowledge, on a higher level of complexity in an interdisciplinary manner.

2.4.1 MASTER-DEGREE

SCIENTIFIC WORK METHODS

By successfully attending the module, students gain the ability to develop their own research plans and projects in a suitable manner, to formulate them and to place them in an appropriate context.

The ability to recognize successful design of research projects based on empirical investigations and to analyze

them in a differentiated manner is also taught. By encouraging them to critically and reflectively deal with the published research results, the students deepen their basic understanding of what constitutes scientific procedure in the narrower sense and what distinguishes it from everyday understanding.

MASTER-THESIS AND COLLOQUIUM

The students should develop and apply their independent scientific and practical work. The theories learned during the course as well as creative, conceptual and technical methods are transferred to a specific, innovative question. The aim of the master's thesis is the independent writing of extensive and qualified scientific texts and their implementation in the context of a practical work.

The colloquium focuses on the questions, the methodological approach and the practical and theoretical results. In addition, neighboring and complementary areas of knowledge are queried. It is intended to determine whether the students have in-depth knowledge in the areas of media design and in the subject areas to which the thesis is thematically assigned.