

# Why study at Macromedia University?



The world is changing. Digital technologies are dynamically transforming our society and economy powerfully and permanently. At Macromedia University we prepare students for the changing work environment of the so called industry 4.0. About 80 professors and 2,000 students make Macromedia University a leading German university for academic programmes in management, media management, journalism, communication design as well as film and television.

## Top position in CHE Ranking 2014/15\*

Macromedia University scores top of class in the current ranking of CHE Centre for Higher Education. It is a leading private university in the field of media and communication sciences and journalism. And even within the overall ranking of public and private colleges in Germany, Macromedia University belongs to the very top group in terms of international orientation and practical relevance of teaching and learning. As well above average CHE also evaluates the high proportion of students who complete their studies within the standard period of study, as well as the technical equipment of lecture halls and seminar rooms.

(\*Centre for Higher Education, [www.che.de](http://www.che.de))

## Small classes with intensive, individual supervision

Academic education at Macromedia centres around the idea of training students at the highest professional level while giving them individual support in their personal development. With a high level of personal commitment and an excellent staff-to-student ratio, we support our students throughout their studies, from the first contact with the Student Advisory Service to the beginning of their career – and even beyond that, by way of the Alumni Network. Our professors operate as coaches to students and encourage their strengths individually in small study and project groups.

## Globally recognized and accredited by FIBAA

At Macromedia University, all courses of study are tested and certified by the accreditation agency FIBAA. Based on that, Macromedia University gained state accreditation from the "Bayerisches Staatsministerium für Wissenschaft, Forschung und Kunst" (Bavarian State Ministry of Sciences, Research and the Arts). Graduates of Macromedia University receive a Bavarian university degree which is highly recognized in Germany and all over Europe.

## Campuses in Berlin & Munich

On a yearly basis QS World University Rankings® is evaluating the affordability of the world's top 50 cities for students, based on the combined costs of tuition fees and general living expenses. According to the 2015 ranking, two locations of Macromedia University belong to the Top 5 most affordable cities for students worldwide\*\*. Berlin is ranked third: At 68th in the Mercer survey, the general costs of living in the German capital are well below most other Western European capitals. And Munich, scores fifth in the global ranking. German cities are a safe place to study and offer a democratic, tolerant and safe environment with a good quality of life.

(\*\*QS Best Student Cities index, [www.topuniversities.com](http://www.topuniversities.com)).

## Authentic, practice oriented projects

Macromedia University enjoys successful partnerships with a network of renowned enterprises – global players as well as hidden champions. These provide various forms of collaborative input – from directing vocational seminars and workshops to offering internships, work placements for students and presenting guest lectures. From the first semester on, students will work in practice oriented projects. In some cases project work will even be a real-life business task within this cooperation network.

## SERVICES

### Events

Here all your questions concerning media landscape, study programmes, admission and application process will be answered by the Student Advisory Service, our students and professors. Please stop by and meet us.

[macromedia-university.com/events](http://macromedia-university.com/events)

### Career Service

Your place to go for professional orientation during and after your studies.

### Placement Assistance

We help you to get an internship and additionally support you during your practical semester.

### International Office

We help you to organise your semester abroad.

### Personal Guidance

Planning your future and your studies, raises a lot of questions: Our Student Advisory Service is looking forward to you. Please find your personal contact person under Contact or online on:

[macromedia-university.com/go-international/advisory-service](http://macromedia-university.com/go-international/advisory-service)



**macromedia university**  
of applied sciences

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## Highly qualified professors and industry insiders as lecturers

In order to offer students a close interlinking of theory and practice, the university has appointed scholars and experts from media businesses, universities and communications agencies to fill its professorships. In the same manner, the network of non-professorial academic staff is constantly being expanded, accepting only lecturers who have relevant and profound experience from the branches, representing today's media business and business management approaches. Students receive highly individualised support as they acquire theoretical subject knowledge and develop their social and creative personalities.

## International students

The students in the English programmes of Macromedia University come from all over the world - the best conditions when it comes to preparing for an international career. Particularly in the Graduate School, currently more than 70 percent of the students have an international background. We cultivate a very diverse student body with students joining from all continents.

## Career perspective in Germany

What makes studying in Germany particularly attractive for international students, is the welcoming attitude the German government has towards international students. After graduation you may obtain an 18-months residence permit allowing you to take up any employment that corresponds to your qualifications. By graduating from a German University you get the chance to start your career in one of the world's major economic powerhouses.

## Buddy network for international students

Macromedia University has a buddy-network which connects international students to domestic students. The International Office supports the incoming student by organising a buddy if desired. The international student will then be contacted by their buddy upon arrival in Germany

and will be assisted with questions regarding the time studying abroad. The buddy helps the international student during the beginning of his or her stay at Macromedia University.

## Programmes entirely in English

Communication in most media jobs is predominantly in English. This especially applies to both Anglo-American shaped segments such as TV, music or mobile and to international marketing and PR activities of most German companies. English study programmes prepare students adequately for positions within an international environment while they impart concrete fields of application next to universal management skills. 80 % of all lectures are taught by native speakers with experiences within the international media industry.

## Campus locations situated in Germany's industrial centres

With its five locations, Macromedia University is represented in the major media centres in Germany. As a private university of applied sciences, we maintain close contacts with the media industry in each location, creating recurring possibilities for our students to substantially connect with project leaders, managers and HR-staff of successful German enterprises. Our teaching is standardised in all our locations. So if you want to spend a semester or do an internship in another media city, Macromedia's Germany-wide network offers you transfers of various kinds.

## International network of Partner Universities

The integrated semester abroad is one of the specialties the Bachelor programme has to offer. Students will join one of our 18 foreign partner universities of the 5CU (5-Continental-University) consortium which Macromedia is cooperating with. Renowned institutes like Tecnológico de Monterrey or University of Westminster belong to the 5CU consortium. Based on the already taken academic exams Macromedia is able to fully grant foreign course credits.

## Locations

Munich | Stuttgart | Cologne |  
Hamburg | Berlin | Freiburg

## Start

Summer semester 15th March  
Application deadline 15th January  
Winter semester 15th October  
Application deadline 15th July

## Study Admission

For the Bachelor's programme you need a certified secondary education certificate or equal qualification.

For the Master's programme you need a University or Bachelor's degree with 210 ECTS or 180 ECTS to enter the Pre-Semester course as well as a TOEFL test result of at least 72 points (or IELTS 6.0 out of 9). Admission without these qualifications is possible under certain circumstances.

## Semester abroad

You will complete a semester abroad in the Bachelor's programme which is tailored to your studies in form and content.

## Financing

Studying at a private university is an investment in your future: We help you to find your desired study programme tailored to your financial possibilities thanks to financing and scholarship programmes. What really counts is your commitment, motivation and personality. Please contact us. We are happy to answer your questions.

[macromedia-university.com](http://macromedia-university.com)