

COME JOIN OUR

SUMMER COURSE

INNOVATION & COMMUNICATION


HOCHSCHULE
DER MEDIEN



COME TO GERMANY FOR A
TWO WEEK EXPERIENCE YOU
WILL NEVER FORGET!

FIND OUT MORE ON OUR WEBSITE:
<https://summercourse.medienmaster.de>



SUMMER COURSE

INNOVATION & COMMUNICATION

STUTT GART, MAY 5th - 17th 2024

Our Summer Course Innovation & Communication is the perfect opportunity for you to learn about German and European **approaches in both Innovation Management and Corporate Communications** during an international two week experience in Stuttgart. You'll join lectures with international students, learn about current trends & issues and also about German culture while studying at Hochschule der Medien.

Our lecturers and guest lecturers are experts in their respective fields. They will also teach you how to directly apply your new knowledge in the work context to **help you get your professional career started.**

Are you a **business or communications student on an upper undergraduate or graduate level** who wants to dive deeper into communications and innovation management? Perfect, then this is a great way for you to do exactly that while also gaining intercultural competences and **new knowledge in a dynamic, ever-changing field**, all in one compact program. And it's even free of tuition for students from our partner universities. So why wait? Come join our lectures, insightful company visits & Stuttgart explorations!

The lectures in our summer course cover the following areas:

- Innovation Management
- Marketing and Branding Strategies
- Political Communication / Nation Branding
- Content Strategy / Storytelling / Social Media
- Developing Formats for TV and Radio

If you are interested in joining our Summer Course Innovation & Communication, please talk to the International Office of your home university. Once they have nominated you, we will get in touch with you about all the application details.

Nomination Deadline: Before Christmas 2023