



Bachelor in

Communication, Social Media and Storytelling (B.A.)

Your Profile

You believe that our world is **all about communication**: This is why our world needs people like you in all kind of areas: In marketing departments, in the field of public relations for companies and non-profit organizations, but also in HR and finance departments. You do not only like to communicate but **you are also fascinated by the psychological backgrounds, formal genres and social dynamics of communication**. In particular, you believe that stories are not only one of the oldest, but also most convincing ways of communication. With that knowledge in mind, you can not only work for companies and organization, but **understand and transform society!**

Key Information

The curriculum focuses on both **communication and management and their overlaps**. It has a strong focus on all areas where you need storytelling approaches. It follows an interdisciplinary approach combining management studies, marketing knowledge, communication studies, psychological approaches, and cultural studies.

There is a strong focus on applied skills like developing strategic campaigns and digital communication, **but also in reflective potential of understanding communicative processes in our society**. In a semester abroad, the students can specialize their skills at one of our partner universities.

Career Opportunities

- Advertising
- Campaigning for NGOs
- Equity Storytelling
- HR & Employer Branding
- Journalism
- Marketing
- Public Relations

Timeline and Credit Points

Duration 6 semesters	Study program start Fall semester	Total ECTS 180 Credits
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Contact:

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Application Deadline

Applicants within the EU:

September 1st

Applicants from outside the EU:

July 15th or later, depending on the visa process of your home country.

Requirements

- **No NC (Numerus Clausus) required (individual selection process)**
- **Certificate of secondary education.**
For applicants from specific countries (e.g. USA, Canada, Mexico, Vietnam, Korea, Brazil, Argentina, Ecuador) it is mandatory to level out the gap between the different education systems with an International Foundation Year.
- **Proof of English language proficiency.**
You must have either a C1 level (CEFR), an IELTS score of 6.5, or an internet-based TOEFL score of 100 points or better.
- **Online application (including motivation letter).**
- **Successful interview with admissions and head of study program.**

Tuition Fees

- 790 € per month
- In addition, a mandatory student union fee of 67.70 € per semester

[Click here to apply online](#)

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