

Program at a glance

Program

Full-time study program with 90 ECTS in 3 semesters including Master's thesis

Degree

Master of Science (M. Sc.)

Language of instruction

Englisch (B2)

Target audience

The study program is designed for students who are interested in all areas of Corporate Communication Management.

Career paths

The Master's program prepares graduates for managerial positions in corporate communication management of large or medium-sized companies, non-profit organizations, the public sector, and in strategic communications consultancies.

Graduates may also take on expert positions, e.g. in online communication, sustainability communication or innovation communication.

In addition, the program lays the foundation for research positions in academic and business practice.

Admission requirements

Admission to the Master's program in Corporate Communication Management takes place once a year for a start in the winter semester.

Requirements are a university degree in business administration or communications (or equivalent) with a total of at least 180 ECTS credits.

Application

Applications must be submitted by June 15 of each year. For more information on the application and the two-stage selection process please refer to the website of the study program:

hs-pforzheim.de/mccm
Instagram: [mccm_business_pf](#)

Contact

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Business PF Corporate Communication Management Master (M. Sc.)



Business PF

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Plan, design and evaluate content for organizations. Acquire communication and management skills. Think outside the box as all-rounders with specialized know-how. Shape professional communication.

The study program

Communication with an eye for the big picture: The Master's program in Corporate Communication Management deals with communication by and in organizations. It combines the three fields of internal communication, communication management and market communication – embedded in one of Germany's leading business schools.

Organizations are increasingly under public observation. They are responding to the growing need for legitimacy by expanding and upgrading the field of corporate communication. Society-oriented communication (PR), marketing communication and internal communication as formerly separate disciplines are rapidly growing together. In the age of digitalization, content is conceived in a topic-oriented way for convergent media. It is planned, designed and evaluated in order to build mutual relationships with various stakeholders.

This results in new requirements for the qualifications of communications specialists: Corporate communication managers who can plan, advise and evaluate in an integrated manner are increasingly on demand. They act as highly trained all-rounders with specialized knowledge. Aspiring communicators need communication and management skills, should be able to think outside the box and to manage communication independently of disciplinary boundaries. This requires specialist knowledge in all areas of corporate communications as well as an education in media, and a specific skillset.

Course contents

In application-oriented modules, students learn research techniques, media production and strategic planning. They deepen methods of empirical work and conduct their own application-oriented research projects.

By choosing their individual elective modules in the course "Contemporary Management", in optional and in-depth classes as well as through individual projects in the "Innovation Lab"- course, students shape their personal professional profile from the very beginning of the first semester.

In elective courses, students have the opportunity to work in interdisciplinary teams with fellow students from other national and international Master's programs at the Business School.

Students who would like to further strengthen their international profile also have the opportunity to spend the third semester at a partner university abroad.

Modules



Your advantages

➤ Close connection of theory and practice
The Master's program provides you with theoretical as well as with application-oriented knowledge. The teaching and learning concept is based on interactive learning and the application of the acquired knowledge in research and hands-on projects.

➤ Lasting basics through a wide range of qualifications
Our ambition is to provide you with a holistic education. By combining communications and management topics, the program offers qualification for jobs in the wide-ranging field of corporate communication management. With these skills, you will be well prepared for the challenges of your future.

➤ Small groups and personal culture
The culture of the Business School Pforzheim is based on personal communication. You will be taught by qualified professors and experienced lecturers with extensive business experience. Thanks to a small group of only 25 students, you will learn in close contact with and from your fellow students.

➤ Individual profile development
As early as during the first semester, we offer you a range of options to shape your individual profile for your professional future. This allows you to personalize your studies – even regarding interdisciplinarity and internationality, if desired.

➤ Predictability and flexibility
You can complete the Master's degree in three semesters, including the Master's thesis. The reliable structure of the program ensures predictability, but also includes flexibility in projects, practice and research modules.

➤ Globally recognized degree
The Business School Pforzheim was the first university of applied sciences in Germany to be accredited by AACSB International. The AACSB seal certifies our high quality in teaching and research – and it may open one or two doors for you after graduation.