

Erasmus School of
History, Culture and
Communication

Media Studies:

Media & Business



It's great to meet you!

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Programme Management of Media & Business



Academic Coordinator
Media & Business

- Monitors the content and alignment of courses;
- Proposes and implements concrete adjustments.

Dr. Vidhi Chaudhri

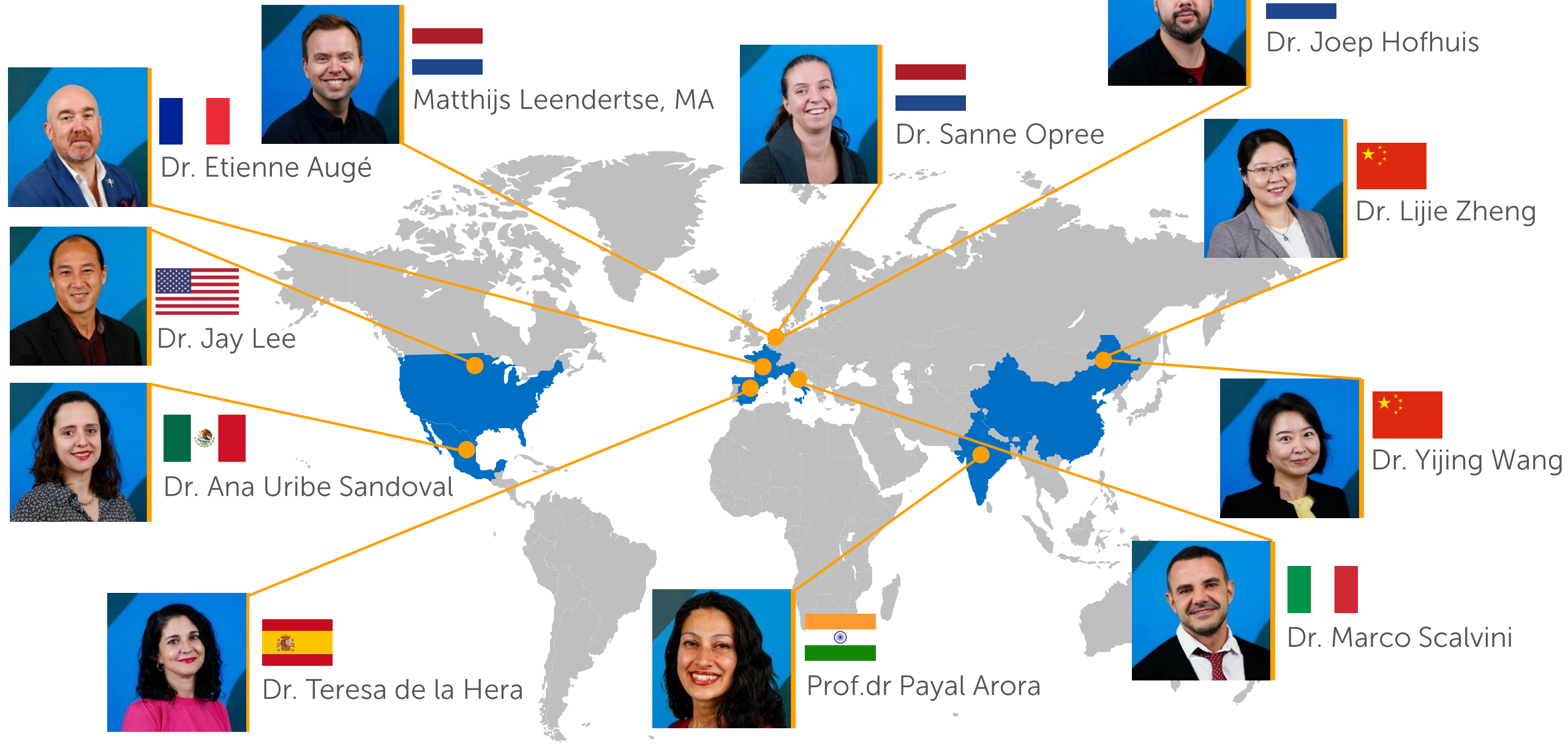
Programme Coordinator
Media Studies

- Students' main contact point:
- Course registrations;
 - Extracurricular activities;
 - General questions.



Vera Dullemond, MSc.

Other M&B staff members



A woman with blonde hair, wearing a light blue jacket, is riding a green bicycle on a paved path. The path is made of large, irregularly shaped grey stones. In the background, there are several modern buildings with large windows and glass facades. There are also many green trees and a small fountain in the distance. The sky is clear and blue.

Media & Business – General Information

Media & Business: Key themes

The programme Media & Business has two key themes:

1. How do digital media change businesses?

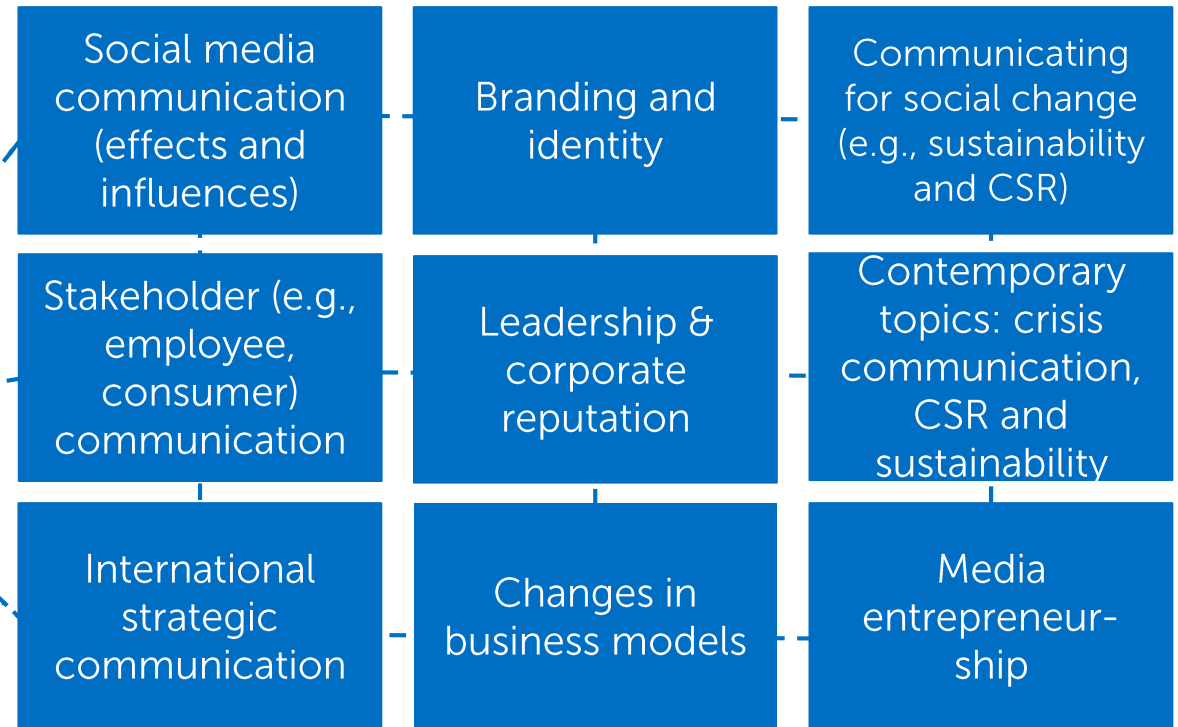
Learn how the digital revolution and globalisation have transformed the media business and other industries. Examine the new business models that have been developed and the new products and services that have emerged.

2. How can businesses stay relevant, compete and lead in a rapidly transforming media environment?

Examine how businesses are responding to the challenges (e.g., growing stakeholder power, new forms of crisis, privacy, and ethics) and opportunities (e.g., crowdsourcing, dialogue, and stakeholder engagement) of the digital era that is increasingly complex and uncertain. Understand the cultural and contextual factors that shape strategic communication in the digital age.

Media & Business: in a nutshell

- The programme is **fully taught in English**
- It is a **1-year programme (60 EC)**
- The academic year has **four terms: 8 weeks per term**
 - *Term 1, 2 and 3: Courses*
 - *Term 2, 3 and 4: Master Thesis*
- **Key words** of the M&B programme:





M&B's unique features (1)

- Very international classroom and department:
 - *Current classroom: 18 nationalities, 35% non-Dutch*
- Attention to **theory and practice**
Guest lectures, real-life cases and workshops
- The programme is **selective and intensive...**
- ...but almost **80% complete it within one year**, with an average **GPA of 7.7/10.0** (2018-2019)
- International and globally oriented learning environment
- Small-scale and interactive education
 - *With a very personal approach*
 - *And a tight student community*



Introduction Drinks

M&B's unique features (2)

- **Exchange possibility** (1.5 year track):
 - > 90 partners worldwide
- **Customize your curriculum:**
 - Elective seminars in term 1, 2 and 3
 - Research workshop in term 2
- Focus on **Labour Market Orientation**
 - Possible thesis internships
 - Guest lectures
 - Practical Case Projects
 - Masterclasses
 - Student-to-student skills sharing initiatives



Exchange possibility (1.5 year track)

We have a worldwide network of more than 90 partner universities:



Masterclass: Storytelling

Your turn...

Write a storyline for your organization, brand

- Create a storyline with your neighbor
- Choose a theme
- Choose a word
- Choose a key player (them)
- Choose a challenge
- Connect this challenge with a solution in which your company plays a role

Theme	Word (noun/verb) in a word	Protagonist (Who, person, people, group)	Central the search	The outcome (verb)

FLINE





COopr

Practical Case Project: Coopr Academy

The annual Master Thesis Drinks



Media & Business – The Study Programme

Study Programme

Term 1	Term 2	Term 3	Term 4
Media & Business Transformations	<i>Elective Seminar, choose from:</i> <ul style="list-style-type: none"> Strategic Mass Communication Participating Customers New Media Marketing & Advertising CSR Communication 	<i>Elective Seminar, choose from:</i> <ul style="list-style-type: none"> Social Media Campaigns Entrepreneurship in Media & Business Leadership Communication: Strategies & Trends 	Master Thesis
<i>Elective Seminar, choose from:</i> <ul style="list-style-type: none"> Corporate Management with Social Media Media Economics & Media Management 	<i>Research Workshop, choose from:</i> <ul style="list-style-type: none"> Culture, New Media & International Business Brands, Media & Identity Corporate Reputation Management Global Advertising Advertising, Gender & the Body 	Digital Research Methods	
Methods of Media Research I	Methods of Media Research II	Master Thesis	
Master Class (all year)			

Preview: Media Economics & Media Management

Please view the video below to learn more about one of the courses from the M&B curriculum:



Or view the video online at: <https://www.youtube.com/watch?v=Z4ReEPiTifM>

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Master Thesis: titles from previous academic years

- Employee engagement in Corporate Social Responsibility (CSR): *The Deloitte Impact Foundation*
- A Little Bird told me...*Examining the Relevance of Social Media for Reputation Management in Dutch Hospitals*
- From #InsideAmazon to #WeAreVolkswagen: *Employee Social-Mediated Crisis*
- Influencer Marketing – The power of self: *An exploratory study about personal branding of beauty micro-influencers*





M&B Graduation Ceremony

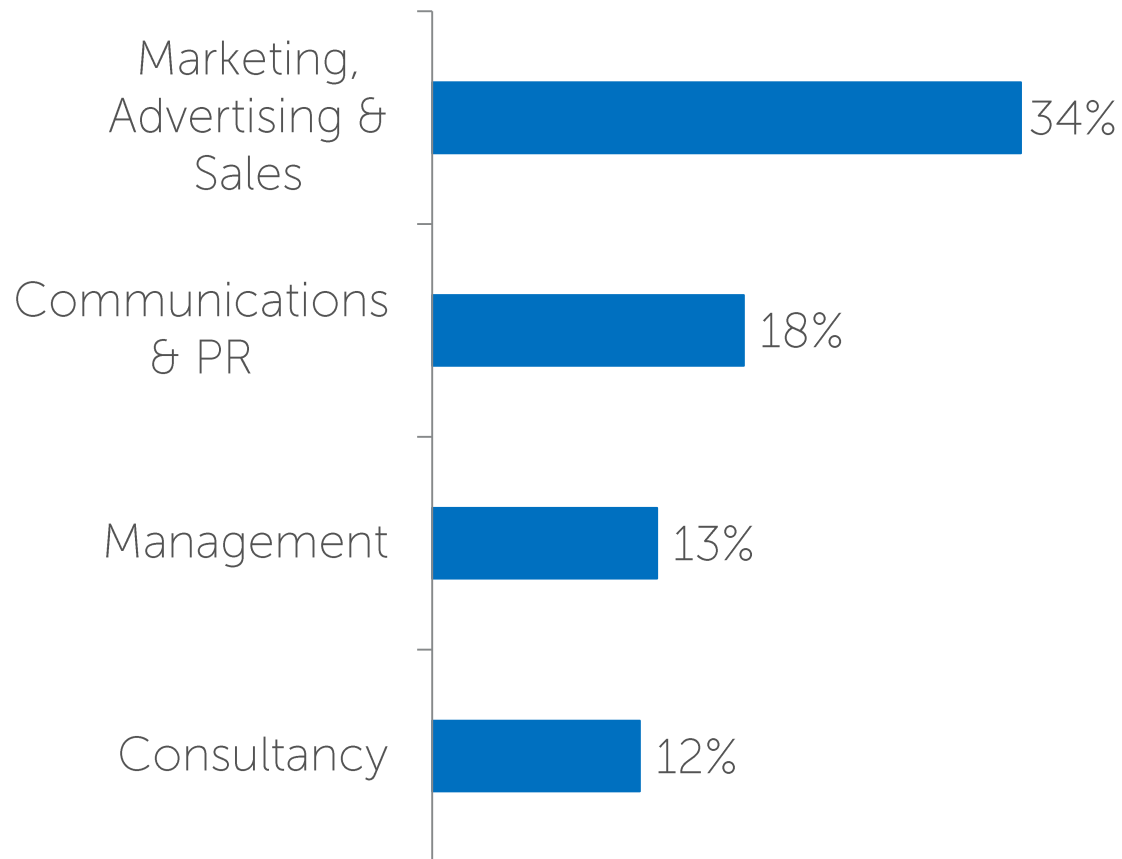


After graduation

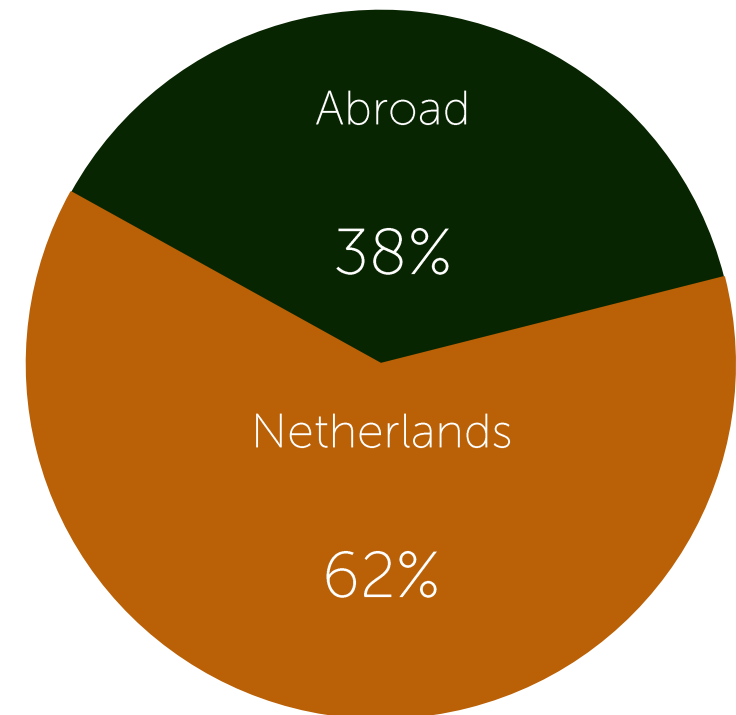


Career fields Media & Business

What are the career fields of our M&B alumni?



Where are our M&B alumni employed?



M&B alumni on the world map: some examples



Digital Communications Coordinator



Social Media Coordinator



Brand Manager Desperados



Global Program Manager



Solutions Consultant



PR & Client Events Coordinator



Corporate Account Manager



Regional Communication Officer





Studying in Rotterdam

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Rotterdam is a major student city...



... a true multicultural city...



...and an economic hotspot with a variety of industries



The city offers many interesting events...

INTERNATIONAL
FILM FESTIVAL
ROTTERDAM



...and has a vibrant student life!





The EUR has a brand new campus...



...Is ranked in the top 100 of the
Times Higher Education...

... and offers many events to students





It is a great place to study!



Do you want to study Media & Business?



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Check the screening criteria and deadlines

Screening criteria:

- Strong personal motivation
- University Bachelor's degree
- Good academic track record (*GPA, considered in relation to other requirements*)
- Academic writing and analytical skills
- Relevance of previous studies to the Master programme
- International ambition and background
- English language skills (*please check our website for the requirements*)

Deadlines:

- Deadline proof English skills: **1 June 2020** (*Non-EEA*)
1 August 2020 (*EEA*)
- Application deadline: **15 May 2020** (*EEA & Non-EEA*)



Do you have any questions?



Marysia and Jasmijn look forward to meeting you, and to advising you on **your personal situation!**



Admissions Coordinator
Media & Communication

For all questions about admissions
and the screening criteria.

Marysia Beekes, BBA
mediastudies@eshcc.eur.nl

Student Advisor
Media Studies

For all questions about the
content of the programme.

Jasmijn Ritmeester, MA
studentadvisor.mc@eshcc.eur.nl



Other sources of information

www.

www.eur.nl/en/master/media-business



courses.eur.nl



<https://www.eur.nl/eshcc/chat>



www.facebook.com/mastermediastudies

Chat with current students!

Students

POWERED BY unibuddy

Since March 2020, 378 questions have been answered by our students.

Area Of Study | Master | Course Language

Master

Palesa
Media, Culture & Society (MA)
I COME FROM Johannesburg, South Africa

Sophie
Media & Creative Industries (MA)
I COME FROM Utrecht, Nederland



We look forward to meeting you in September!

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