Media Studies:

Media & Business
It’s great to meet you!
Programme Management of Media & Business

Dr. Vidhi Chaudhri

 Academic Coordinator
 Media & Business

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

Vera Dullemond, MSc.

Programme Coordinator
 Media Studies

Students’ main contact point:
- Course registrations;
- Extracurricular activities;
- General questions.
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
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
Media & Business – The Study Programme
## Study Programme

<table>
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<tr>
<th>Term 1</th>
<th>Term 2</th>
<th>Term 3</th>
<th>Term 4</th>
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| Media & Business Transformations | **Elective Seminar, choose from:**  
  - Strategic Mass Communication  
  - Participating Customers  
  - New Media Marketing & Advertising  
  - CSR Communication | **Elective Seminar, choose from:**  
  - Social Media Campaigns  
  - Entrepreneurship in Media & Business  
  - Leadership Communication: Strategies & Trends | Master Thesis |
| **Elective Seminar, choose from:**  
  - Corporate Management with Social Media  
  - Media Economics & Media Management | **Research Workshop, choose from:**  
  - 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) |  |  |

*Please visit courses.eur.nl for descriptions of all courses*
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=Z4ReEPIrTifM
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*
After graduation
Career fields Media & Business

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

- Marketing, Advertising & Sales: 34%
- Communications & PR: 18%
- Management: 13%
- Consultancy: 12%

Where are our M&B alumni employed?

- Netherlands: 62%
- Abroad: 38%
M&B alumni on the world map: some examples

- Microsoft: Digital Communications Coordinator
- Google: Global Program Manager
- LinkedIn: Solutions Consultant
- Heineken: Brand Manager Desperados
- Asics: Social Media Coordinator
- WWF: Regional Communication Officer
- Deloitte: PR & Client Events Coordinator
- Caterspot: Corporate Account Manager
Studying in Rotterdam
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...
...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?
Check the screening criteria and deadlines

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<th>Screening criteria:</th>
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<tr>
<td>• Strong personal motivation</td>
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<td>• University Bachelor’s degree</td>
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<td>• Good academic track record (GPA, considered in relation to other requirements)</td>
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<td>• Academic writing and analytical skills</td>
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<td>• Relevance of previous studies to the Master programme</td>
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<tr>
<td>• International ambition and background</td>
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<td>• English language skills (please check our website for the requirements)</td>
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<th>Deadlines:</th>
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<td>• Deadline proof English skills: 1 June 2020 (Non-EEA)</td>
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<td>1 August 2020 (EEA)</td>
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<td>• Application deadline: 15 May 2020 (EEA &amp; Non-EEA)</td>
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Do you have any questions?

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

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**Admissions Coordinator**
**Media & Communication**

For all questions about admissions and the screening criteria.

Marysia Beekes, BBA
mediastudies@eshcc.eur.nl

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**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.eur.nl/en/master/media-business
- courses.eur.nl
- https://www.eur.nl/eshcc/chat
- www.facebook.com/mastermediastudies
We look forward to meeting you in September!