

Erasmus School of
History, Culture and
Communication

Master Media Studies

Media & Business

2017-2018



Want more information?

Do you have any questions concerning the study programme, the entry requirements or the career perspectives of this Master's programme? Or are you curious about studying and living in Rotterdam? Please contact us!

Visit our website

www.eshcc.eur.nl/english/mb

Follow or like us

[Facebook.com/mastermediastudies](https://www.facebook.com/mastermediastudies)

Twitter: @eshcc_eur

Contact our Programme Coordinator

Lidewij Radix MA
mamedia@eshcc.eur.nl
+31 (0)10 408 23 09

Speak with our students and alumni

Our (former) students would like to share their experiences with you! Go to [facebook.com/eshcc](https://www.facebook.com/eshcc) and press 'Talk to a student' or go to eshcc-app.eur.nl.

Erasmus University Rotterdam
Make it happen.

The Erasmus University logo, featuring the word "Erasmus" in a stylized, cursive script font.

Why choose Media & Business in Rotterdam?

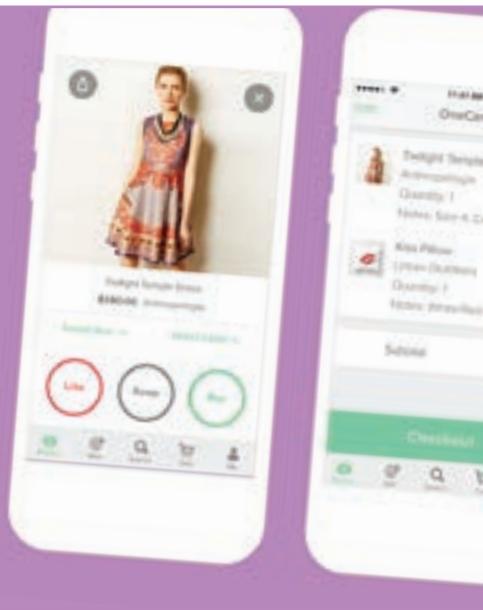
The Media & Business programme is specifically designed for students with an international outlook and an entrepreneurial mindset. As a student, you will be equipped with the knowledge and skills to meet the multiple challenges of today's media and communication professions. The programme is a perfect match for you, if you are fascinated by the dynamics of the media business and the intricacies of business communication.

New digital technologies and globalisation have transformed the business of media as well as the life of other industries. International trade has strongly increased, markets have converged, ownership structures have shifted, consumer behaviour has changed, and new media products and business models have been developed. The Media & Business programme allows you to explore these developments and the ways in which media firms and other companies adapt to altering business conditions and new modes of communication and business.

As part of its distinctive focus on the labour market, the Master's programme fosters close collaborations and engagement with the media industry in the form of 'real-life' cases and projects, guest lectures, and thesis internships. Students can join two different Honours Projects and also have the opportunity to extend their study to go on exchange.

One of the courses: Media & Business Transformations

New media have evoked changes in many industries: holidays are increasingly booked online rather than at a travel agency; customers willingly watch ads in exchange for free television shows offered online by media companies; cancer patients verify treatment choices through online support groups; prostitutes use online platforms to significantly increase their revenue. This course serves to create a historical and cultural overview of the role of information and communication media in the business sector. You will critically assess claims on radical shifts in organisational work practices and spaces.



Study programme

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

Entry requirements

Required degrees	Bachelor's degree in the social sciences or the humanities
Proficiency	Basic knowledge in the field of media and communication (15 EC) and social scientific research methods. Academic writing. Analytical skills
Application procedure	Based upon a motivation statement, GPA, international background; academic paper or essay (preferably your Bachelor thesis)
Language requirements	TOEFL 100 or IELTS 7.0
Application deadline	Non-EEA students: 15 April EEA students: 15 May
Pre-Master	1 year (55 ECTS)



Alumna testimonial

"Media & Business not only gave me a good sense of how new digital transformation disrupts traditional business models. I also got the space and freedom to act creatively and as an entrepreneur while learning to understand these transformations. Through various team and individual projects I engaged in numerous case studies from all over the world which have widened my horizons."

Maria Karaki (Greece), Marketing Communications Graduate Trainee at WIND Hellas