



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



## Table of Contents

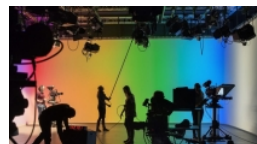
<b>Master's degree .....</b>	<b>2</b>
<b>Media and Communication Science • Technische Universität Ilmenau • Ilmenau .....</b>	<b>2</b>

# Master's degree



## Media and Communication Science

Technische Universität Ilmenau • Ilmenau



## Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	The programme may be studied entirely in English. Participants can choose to write their term papers as well as their Master's theses in English or in German.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	4 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	All courses for first-semester students start in early October on-site and require in-person attendance.
Application deadline	Application period for students with certificates from non-EEA / international countries: 16 January – 15 May  Application period for students with certificates from EEA countries, Switzerland, or the UK: 16 April – 15 September
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	The programme offers an innovative and international overview on media and communication studies with a focus on digital media. Courses are offered in fields such as strategic communication, public relations, communication management, digital/social media, virtual reality, risk and crisis communication, or computational communication science.

The programme enhances the students' analytical, strategic, and applied skills in communication. Students acquire an understanding of empirical research methods, theoretical approaches, and applied techniques in communication and media. Graduates successfully find employment in Germany and around the world in fields such as marketing, PR, data science, market research, event management, journalism, or academia. They work in communication professions within companies, NGOs, government agencies, or higher education institutions.

## Course Details

### Course organisation

The programme offers courses in three different categories to be completed within the first three semesters of study:

1) Theories, Methods and Technologies in Communication and Media (25 ECTS) (e.g. intercultural communication, media management, data analysis, etc.)

2) Empirical Research in Communication and Media (two elective subjects, duration of two semesters, 30 ECTS)

3) Specialisation and Vocational Training (duration of one semester, 35 ECTS):

- Five seminars on specialisation in communication and media
- Two seminars on applied communication

This open structure allows graduate students to combine various fields of study according to their individual interests and career goals.

The Master's thesis will be completed in the final fourth semester, including the thesis colloquium (30 ECTS).

Part-time studies are possible. Students can also spend an exchange semester at one of our international partner universities around the world (e.g. with Erasmus funding).

[» PDF Download](#)

### A Diploma supplement will be issued

Yes

### International elements

- International guest lecturers
- Training in intercultural skills
- Projects with partners in Germany and abroad
- International comparisons and thematic reference to the international context
- Content-related regional focus

### Course-specific, integrated German language courses

No

### Course-specific, integrated English language courses

No

## Costs / Funding

### Tuition fees per semester in EUR

None

<b>Semester contribution</b>	Approx. 150 EUR per semester (including a train ticket and reduced prices in the university canteen and cafeterias)
<b>Costs of living</b>	Approx. 860 EUR per month (including apartment rent)
<b>Funding opportunities within the university</b>	Yes
<b>Description of the above-mentioned funding opportunities within the university</b>	<p>Students at TU Ilmenau do not pay tuition fees; instead, they only need to pay the semester contribution of approximately 150 EUR per semester.</p> <p>Further information on funding opportunities is available at: <a href="https://www.tu-ilmenau.de/en/international/service/we4you-student-service/funding-opportunities">https://www.tu-ilmenau.de/en/international/service/we4you-student-service/funding-opportunities</a></p>

## Requirements / Registration

<b>Academic admission requirements</b>	<p>Formal requirements:</p> <ul style="list-style-type: none"> <li>• Bachelor's degree/university diploma (or equivalent and/or higher) in communication science (or equivalent, e.g. in media studies, mass communication, public relations, journalism, etc.)</li> <li>• English language proficiency (C1)</li> </ul> <p>Eligibility:</p> <ul style="list-style-type: none"> <li>• thorough understanding of the scientific method</li> <li>• profound knowledge, skills, and ability in communication and media research including core theories</li> <li>• ability and skills in communication and media practice</li> <li>• willingness and motivation required to carry out interdisciplinary research in intercultural contexts</li> <li>• international experience</li> </ul>
<b>Language requirements</b>	<p>Applicants must provide proof of their proficiency in English at level C1 with a certificate:</p> <p><a href="https://www.tu-ilmenau.de/en/study/before-the-study/range-of-courses/application/language-certificates">https://www.tu-ilmenau.de/en/study/before-the-study/range-of-courses/application/language-certificates</a></p>
<b>Application deadline</b>	<p>Application period for students with certificates from non-EEA / international countries: 16 January – 15 May</p> <p>Application period for students with certificates from EEA countries, Switzerland, or the UK: 16 April – 15 September</p>
<b>Submit application to</b>	Online application: <a href="https://www.tu-ilmenau.de/apply">https://www.tu-ilmenau.de/apply</a>

## Services

**Possibility of finding part-time employment**

Temporary jobs are available at local enterprises. In some departments of TU Ilmenau, Master's students are regularly employed as scientific assistants.

**Accommodation**

Various student residences are available on campus. The rent in the residences is between 250 EUR – 350 EUR per room and month, depending on the type of residence. Registration is required in advance at the administering office of the "Studierendenwerk Thüringen".

Information on the residences and registration can be found at: <https://www.stw-thueringen.de/en/housing/>

Student applicants have a good chance of getting a room if the application for a room is submitted in good time, approx. three months before the start of the semester.

Of course, there is also the option to look for a privately rented apartment/room in Ilmenau or the surrounding area. For further information on privately rented accommodation, please contact TU Ilmenau's international student service, we4you: <https://www.tu-ilmenau.de/en/international/service/we4you-student-service/team>

**Career advisory service**

TU Ilmenau's we4you career counselling service provides assistance to international students, enabling an easier transition from the classroom to the working world.

Through individualised career counselling, workshops on CV writing, and interview practice, we give students the tools they need to succeed in today's job market. Opportunities for internships and part-time or graduate jobs are further bolstered by our industry network and accessible job portal. Visits to local and nationwide job fairs are also on the agenda. These activities and events seek to equip students with the tools to confidently pursue their professional aspirations in the region surrounding the university, in Germany, and beyond.

For more information, visit: <https://www.tu-ilmenau.de/en/international/service/we4you-student-service/career-counseling>

**Support for international students and doctoral candidates**

- Welcome event
- Buddy programme
- Tutors
- Specialist counselling
- Visa matters
- Help with finding accommodation
- Support with registration procedures
- Accompanying programme
- Cultural and linguistic preparation

**General services and support for international students and doctoral candidates**

TU Ilmenau offers an international student service called we4you, aimed at supporting prospective and current students during the application and arrival process, everyday student life, and beyond. The we4you team provides advice, organises events and excursions, and helps students feel comfortable in Ilmenau.

For online and on-site we4you support, please visit: <https://www.tu-ilmenau.de/en/international/service/we4you-student-service>



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## Lan Dung Vu Master of Arts in Media and Communication Science

The programme is highly suitable for those interested in research. Nowadays, many companies require their employees to have a background in research and data analysis skills.



## Discover the MCS Master's Programme at TU Ilmenau

How will the Master's degree programme impact your life? Which courses are available to you? Does an exchange semester abroad interest you? If so, find out more about the diverse motivations and opinions of our current Master's students, including the benefits of participating in a semester abroad.

» more:

[https://www.youtube.com/watch?v=95nsuh-c9Ic&list=PLjaRxB3R74zOfVnC3-Huj077\\_fn0lkwcR&index=7](https://www.youtube.com/watch?v=95nsuh-c9Ic&list=PLjaRxB3R74zOfVnC3-Huj077_fn0lkwcR&index=7)

# Technische Universität Ilmenau



Campus of the Technische Universität Ilmenau

© Hajo Dietz

Technische Universität Ilmenau is public university with a strong focus on research. Located in the centre of Germany, it has a long tradition in engineering and natural sciences, making it a sought-after destination for interdisciplinary research and education. With five faculties dedicated to delivering cutting-edge and sustainability-oriented programmes, the university offers 19 Bachelor's degree programmes, 25 Master's degree programmes, and doctoral education designed for real-world impact. Interested students can apply for a programme in the fields of engineering (e.g. Biomedical Engineering, Automotive Engineering, Mechanical Engineering), technology (e.g. Computer Science, Micro and Nanotechnologies, Renewable Energy Technology), mathematics (e.g. Business Mathematics), natural

sciences (e.g. Biotechnical Chemistry, Technical Physics), or economic and social sciences (e.g. Media and Communication Science, International Business Economics). Many of the university's programmes are taught in English, and the large number of registered patents per staff provides just one example of the university's many innovation activities. Students at Technische Universität Ilmenau enjoy a great supervision ratio, access to excellent facilities conducive to research-driven learning (including modern labs and makerspaces), and career counselling and events to support global professional connections. The we4you international student service assists students in integrating into the university's vibrant campus community, which comprises over 100 nationalities. Through its extensive national and international partnership network and mobility options, Technische Universität Ilmenau fosters the expertise and personal development of its students and staff.



## University location

Ilmenau is a vibrant hub of innovation and enterprise, where tradition intertwines with a strong focus on the future. The university town with its approximately 40,000 residents is situated in the centre of Germany in the federal state of Thuringia. Thuringia is known for its rich cultural heritage, with influential historic figures such as Goethe, Bach, and Luther having strong ties to the region. Thuringia offers stunning green landscapes, meandering rivers, and idyllic lakes, with the Thuringian Forest covering large areas of the state. In Ilmenau, the Kickelhahn monument – situated atop the verdant woods – serves as a tribute to Goethe's profound connection to the town. It not only offers breathtaking panoramic views of the Thuringian landscape but also features verses from Goethe's immortal poetry, translated into multiple languages. Thuringia has a strong tradition of academic excellence and innovation, particularly in the fields of technology, engineering, and biotechnology.

Ilmenau, located in the picturesque valley of the Ilm River and nestled in the northern foothills of the Thuringian forest, is more than a living monument to the past. Once renowned for its exquisite glass and porcelain craftsmanship, Ilmenau pulsates with a dynamic energy as a science and technology centre.

For TU Ilmenau students, this blend of heritage and innovation offers ample opportunities, such as forging connections with experienced and visionary mentors, fellow students, and pioneering companies. It allows them to immerse themselves in a realm where theoretical knowledge meets real-world application.

Ilmenau is well-connected by public transport and positioned at an equal distance (about two hours) from the major German cities of Berlin, Frankfurt, and Munich, as well as their international airports.

## Contact

### Technische Universität Ilmenau

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✉ [program-coordinator-mcs@tu-ilmenau.de](mailto:program-coordinator-mcs@tu-ilmenau.de)

🌐 Course website: <https://www.tu-ilmenau.de/en/study/before-the-study/range-of-courses/master/media-and-communication-science-ma-1>

📘 <https://de-de.facebook.com/ifmk.de/>

🌐 <https://www.linkedin.com/company/ifmk-tu-ilmenau>

📺 <https://www.youtube.com/@IfMKtuilmenau>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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