



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



Corporate Communication Management (MSc)

Pforzheim University • Pforzheim

Overview

Degree	Master of Science (MSc)
Teaching language	<ul style="list-style-type: none">English
Languages	<p>All courses are taught entirely in English.</p> <p>German language courses can be attended on a voluntary basis at the university's language centre.</p> <p>If students coming from abroad achieve a B2 level in German by the third semester, they may take up to two optional elective courses in German. The Master's thesis can be written in either English or German.</p>
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	3 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	<p>The programme duration is three semesters, including the Master's thesis.</p> <p>Mode of study is in person on-site.</p>
Application deadline	<p>The application deadline is 15 June for entry at the end of September/beginning of OctoberThe application deadline applies to both EU and non-EU applicants.</p> <p>Early applications are welcome! The online application system of Pforzheim University is usually opened by the end of April. Applications are reviewed on a rolling basis.</p>
Tuition fees per semester in EUR	Varied
Additional information on tuition fees	International students coming from non-EU countries have to pay tuition fees of 1,500 EUR per semester on the basis of the Baden-Württemberg State University Fees Act. A fee of 650 EUR per semester applies for second degree studies. Find more information here .
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No

Description/content

Join our **unique Master's programme** for corporate communication management. Experience the **comprehensive focus on communications with a focus on public relations & CSR communication, internal communication & change management, and digital marketing & social media.**

Study at the public Business School Pforzheim – Germany's number one business school among universities of applied sciences (Eduniversal Ranking), one of the world's top five percent of business schools according to AACSB accreditation.

The MSc in Corporate Communication Management (MCCM) covers communication of and in organisations, with a specific focus on corporate communication and its three pillars.

What you can expect:

- In-depth understanding and knowledge of corporate communication
- Comprehensive approach to the three pillars of communication management: public relations, internal communication and current topics in marketing communication
- Applied skills in communication methods, techniques and leadership training
- Research-based view on current developments and trends, e.g. through a teaching research project
- Communication studies with core and elective subjects from the field of contemporary management, embedded in the comprehensive range of courses offered by the Business School Pforzheim

The elective courses in the first and third semester draw from a wide range of courses offered by the business school. This selection provides students with a variety of course options to choose from and shape an individual profile for a successful career.

Top reasons for studying Corporate Communication Management at Pforzheim

1. Comprehensive focus on corporate communications:

The MCCM offers the comprehensive academic understanding of corporate communication and management that is important for tackling the challenges of practice. You will gain a deeper understanding of the wide range of corporate communication within the three pillars of internal communication, public relations and marketing communication. You can shape your individual profile in applied courses and research projects, seminars and electives. In a small group of 25 students per batch, collegial teams and with professors who know you by name.

2. Strategic management education within a top-ranked public business school:

The MCCM combines the best of two worlds: communication and management. Expand your knowledge in elective courses on strategic management or leadership and discover business management from the perspective of top managers at a public business school that has been awarded the renowned international AACSB accreditation. The three-semester programme has a well-structured curriculum.

3. High employability and a large network of companies in the heart of an economically strong region:

Located in the strong economy of the southwest, we work closely with major international companies and well-known SMEs. Case studies, company projects and empirical studies bring practice into the classroom.

Career opportunities

- Managerial positions in corporate communications in companies, NPOs, the public sector and consultancies
- Expert positions, e.g. internal communication, PR, CSR

Course Details

Course organisation

The full-time programme comprises **three semesters with 90 ECTS** (European Credit Transfer System) credits, which are obtained through **10 modules** and the final Master's thesis. Courses are **fully taught in English**.

First semester:

Module 1: "Corporate Communication" (7 ECTS) provides the fundamentals of communication of and in organisations, supplemented by a selection of hands-on communication training courses.

Module 2: "Reputation Management" (7 ECTS) is on corporate media management and communicative competence. In addition, there is a course on communication tools and techniques.

Module 3: In the compulsory elective module "Contemporary Management" (6 ECTS), students can choose from a wide range of courses on communications, business administration, management or leadership with a national or international focus.

Module 4: The applied module "Strategic Communication" (9 ECTS) imparts application-oriented knowledge of strategy, communication planning and value creation. Participants develop strategic communication concepts for a client company.

Second semester:

Module 5: "Internal Communication and Change Management" (6 ECTS) covers internal corporate communication, employee and management communication in the context of organisational change, identity and culture.

Module 6: "Digital Marketing and Social Media Communication" (6 ECTS) deals with in-depth questions on marketing communication and brand management in the context of current issues as well as social media.

Module 7: "CSR and Stakeholder Communication" module (6 ECTS) focuses on issues of public relations, corporate social responsibility communication and stakeholder management.

Module 8: In the practical module "Communication Research" (9 ECTS), participants learn about research design, methods and processes in theory and practice.

Module 9: In "Leadership" (6 ECTS), students have the opportunity to work on a topic of their choice from theory, research or practice (design or consulting) as part of an individual project ("Innovation Lab").

Third semester:

Module 10: The "Advanced Electives" module (9 ECTS) is a compulsory elective module. Students choose from a wide range of subjects geared towards the profession. Alternatively, there is the option of earning these credits at one of the partner universities abroad.

Module 11: The Master's thesis (18 ECTS) is an integral part of the third semester. The thesis period is four months. It is accompanied by a thesis course on corporate communication (1 ECTS) that is held in hybrid mode if necessary.

A Diploma supplement will be issued

Yes

International elements

- International guest lecturers
- Projects with partners in Germany and abroad
- Content-related regional focus
- Language training provided
- Integrated/optional study abroad unit(s)

Description of other

International student group

international elements

Integrated/optional study abroad unit(s) Optional exchange semester at one of approx. 20 partner universities as well as double degree option with University of Ljubljana, School of Economics and Business (five places per student cohort).

Integrated internships

- Optional internships can be done during the semester break or as part of a semester of leave.
- Students are encouraged to write their theses in cooperation with a company or a consultancy.
- Through company contacts, our alumni network, the mentoring programme, excursion weeks, company projects and lecturers from the industry, students are supported in finding internships.

Course-specific, integrated German language courses No

Course-specific, integrated English language courses No

Costs / Funding

Tuition fees per semester in EUR Varied

Additional information on tuition fees International students coming from non-EU countries have to pay tuition fees of 1,500 EUR per semester on the basis of the Baden-Württemberg State University Fees Act. A fee of 650 EUR per semester applies for second degree studies. Find more information [here](#).

Semester contribution University semester fees for all students of **approx. 200 EUR per semester** (incl. regional public transport ticket)

Costs of living Student life in Pforzheim is cheaper than in most other German university towns. To live here with all the expected expenses (health insurance, rent, etc.), you will need about 700 to 900 EUR per month. A room in a student residence costs about 300 EUR per month, and a meal in the student cafeteria costs about 4 EUR.

Funding opportunities within the university No

Requirements / Registration

Academic admission requirements To be admitted to the Master's programme in Corporate Communication Management, you need

- a university Bachelor's or Diploma degree in business administration, communication science or a similar programme, with an overall grade of 2.2 or better (German grading system)
- a minimum of 180 ECTS (European Credit Transfer System) credits
- Letter of motivation (two pages)
- successful completion of the two-stage application process: written application and

(online) interview

Language requirements

- B2 English language level (Common European Framework of Reference for Languages)
- or proof of having completed the first degree programme entirely in English

Application deadline

The application deadline is 15 June for entry at the end of September/beginning of OctoberThe application deadline applies to both EU and non-EU applicants.

Early applications are welcome! The online application system of Pforzheim University is usually opened by the end of April. Applications are reviewed on a rolling basis.

Submit application to

<https://campus.hs-pforzheim.de/qisserver/pages/cs/sys/portal/hisinoneStartPage.faces>

Services

Possibility of finding part-time employment

Companies in the area offer working student jobs. For some students, jobs as student assistants are available at the university.

Accommodation

The student union offers accommodation in student dorms around the campus (via Studierendenwerk Karlsruhe). Many private rooms are also available in the city of Pforzheim and the surrounding area. The university provides lists of private rooms and apartments via the International Programmes Office.

Career advisory service

A semi-annual career fair and various networking events are held on campus.

The university's Career Centre advises MCCM students regarding applications and company contacts. Furthermore, the Career Centre runs its own online platform on which students can find information on internships and job opportunities.

Additionally, we offer a mentoring programme that connects current MCCM students with alumni.

Support for international students and doctoral candidates

- Welcome event
- Buddy programme

General services and support for international students and doctoral candidates

- Optional language courses in German on different levels
- Student housing available
- University housing options (student residences)
- MCCM-specific mentoring programme which brings together successful MCCM alumni with ambitious current MCCM students. Through this programme, graduates with at least two years of work experience after their graduation pass on their knowledge and experience to their mentees. Mentoring stands for an intensive, challenging and mutually rewarding relationship of trust concentrating on the mentee's development of personal, social and professional competencies.

Supervisor-student ratio

A cohort of a maximum of 25 students ensures a very good supervisor-student ratio and allows in-depth support for individual students.



©Alumni Voice: Robin Hagenmüller

Robin Hagenmüller
MSc, Head of Corporate
Communications Vantage
Towers, Class of 2017

The MCCM not only offers a first-class communications education, but it also opens up new perspectives through its affiliation with the business school. After about a year on the job, I appreciate this unique selling point more and more.



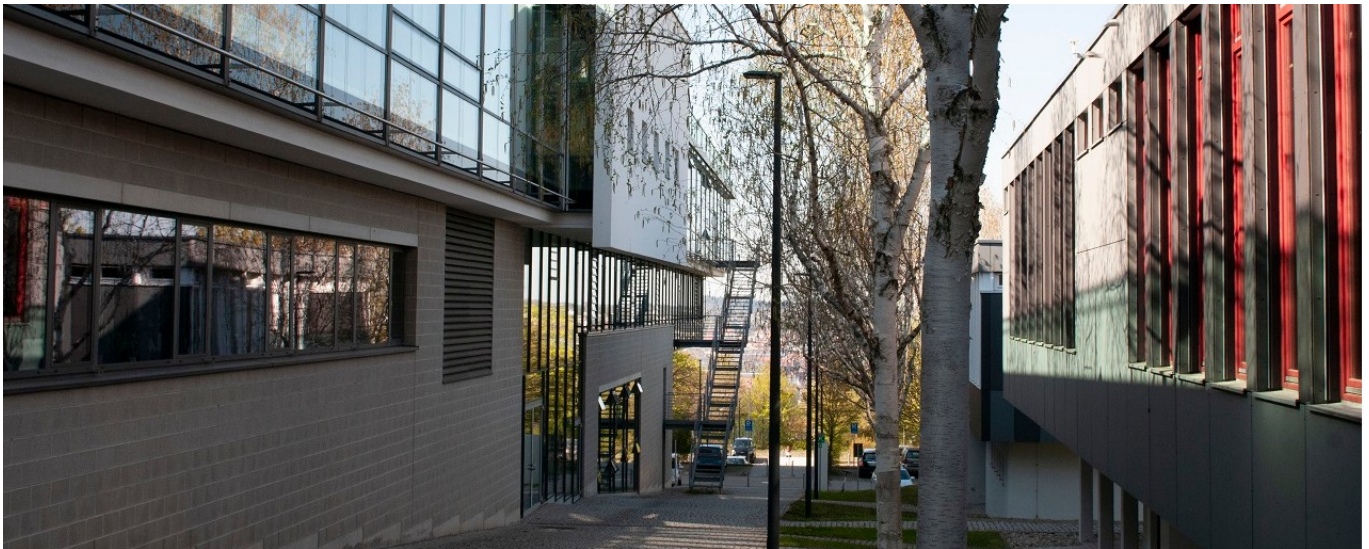
MSc Corporate
Communication
Management -
Business School
Pforzheim - PR,
internal
communication,
marketing
communication, social
media communication

MSc in Corporate Communication Management at Business School Pforzheim, at one of Germany's leading public universities: three semester full-time programme | small group size of 25 students | applied teaching | international culture | fully taught in English

» more:

<https://www.youtube.com/watch?v=b9TaeOg4Eww&feature=youtu.be>

Pforzheim University



Business School Pforzheim

© Sarah Kania-Dietz

The Business School

For nearly 60 years, the Business School Pforzheim stands for a sound university education at the highest academic level. Top rankings and the renowned international AACSB accreditation demonstrate that Pforzheim is one of the leading business schools world-wide. Emerged from the "Fachhochschule für Wirtschaft (FHW)", the school offers a wide range of courses consisting of 14 Bachelor's and 12 Master's degree programmes. These are clearly aligned with specific job profiles and today's requirements of employers. In addition, students can obtain additional qualifications during their studies, which will further enhance their profiles.

Pforzheim University

Pforzheim University of Applied Sciences is characterised by its broad range of subjects and its interdisciplinary combination of design, engineering, business and law. Three faculties offer a total of 30 Bachelor's and 20 Master's programmes. More than 6,200 students – 3,200 of whom study at the Business School – are taught by 182 professors (96 of them in business and law) and 300 lecturers. In addition to the professors' research activities, research is organised in seven institutes and several competence centres. Three doctoral programmes, which are run in cooperation with partner universities, provide an opportunity for students to obtain a doctorate.



University location

The Economic region

Pforzheim University is located in the southwest of Germany, close to the state capital Stuttgart, in one of Germany's strongest economic regions. Companies such as Porsche, Mercedes Benz, Robert Bosch, SAP, Adolf Würth, Carl Zeiss, Trumpf, Hugo Boss or Alfred Kärcher and many hidden champions are based here. For MCCM students, this offers the opportunity to gain practical experience as a working student, to do a voluntary internship during their studies or to write their thesis in cooperation with a company.

The Black Forest

The city of Pforzheim is located between Stuttgart and Karlsruhe. As the gateway to the northern Black Forest, the city and region also offer a wide variety of recreational and sports activities. Hikes or mountain bike tours through the Black Forest, river surfing on the Black Forest Wave in the middle of Pforzheim, bouldering or many other sports - a wide range of leisure activities can be added to your studies.

For international students, the four seasons are also a reason to come to Pforzheim. The region offers the most hours of sunshine in Germany, but also snow-covered forests for sledging or cross-country skiing in winter.

Contact

Pforzheim University

Business School | Fakultät für Wirtschaft und Recht

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75175 Pforzheim

✉ mccm@hs-pforzheim.de

🌐 Course website: https://businesspf.hs-pforzheim.de/en/studies/master/corporate_communication_management_public_relations_msc

📷 https://www.instagram.com/mccm_business_pf/

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

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Disclaimer

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