

# mdm

DIGITAL MEDIA —  
INTERNATIONAL  
PROGRAMME WITH  
CITY UNIVERSITY OF  
HONG KONG  
[MAJOR]

→ COLLEGE



# **STUDY DIGITAL MEDIA**

## AT LEUPHANA COLLEGE AND CITY UNIVERSITY OF HONG KONG

One of the great opportunities that comes with studying the Digital Media major at College is the chance to acquire two separate degrees, one from Leuphana University Lüneburg and one from the City University of Hong Kong. CityU's School of Creative Media is famous for its creative approach to digital media, which you will experience when studying there for two years. Having both a national and international Bachelor degree will enable you to apply to a variety of Masters programmes and boost your future career prospects, especially at the international level.

### BACHELOR AT LEUPHANA COLLEGE

Studying at College means much more than just gaining a Bachelor degree. The Bachelor programme allows you to integrate different areas of interest. The choice is yours.

### **Possible minor combinations**

#### **in the international programme:**

- Business Administration (GER)
- Business Law (GER)
- Business Psychology (GER)
- Comparative Economic Law (ENG)
- Digital Business (GER)
- Economics (GER or ENG)
- Educational Sciences (GER)
- Engineering (Fundamentals) (GER)
- Philosophy (GER or ENG)
- Psychology and Society (ENG)
- Social Media and Information Systems (GER)
- Spatial Sciences (GER or ENG)
- Sustainability Science (GER or ENG)

# INTERNATIONAL PROGRAMME IN DIGITAL MEDIA



In the international programme of the Digital Media major, you have the unique opportunity to spend two years at the School of Creative Media at City University of Hong Kong.

## COURSE CONTENTS

At Leuphana College, the major in Digital Media allows you to explore the different dimensions of digital media and cultures. You will apply the theoretical knowledge you acquired at Leuphana during your two years of intense practical studies at the School of Creative Media.

## CAREER PROSPECTS

By participating in the international programme, you will gain a broad understanding of digital media and creative media in both Europe and Asia, as well as new perspectives on intercultural matters. Having lived in Hong Kong for two years, you will have excellent career prospects in the media industry both at home and abroad.

## EMPLOYMENT OPPORTUNITIES

- Media Design, Consulting, and Production
- Product Management / Producer
- Digital Journalism and Editing
- Programming and Interface Design
- Marketing, Advertising, Community Management
- Press- and Public Relations
- Research and Teaching



# APPLICATION AND ORGANISATIONAL MATTERS



To apply at Leuphana College, you have to complete the normal admission process for all Bachelor programmes. Once you are accepted for the Digital Media major, you will study at Leuphana and Hamburg Media School before your study abroad period begins. The courses for your Digital Media major will be taught at Hamburg Media School; all other courses are taught at Leuphana University Lüneburg.

If you want to study at CityU in Hong Kong, you can apply for the international programme at the end of Leuphana Semester. You have to apply during the second round of exchange places of the International Office. The staff in the International Office will provide you with information on a study period abroad and support you in preparing for and organising your semester abroad.

The key criteria for admission are academic performance and your personal motivation. You will need to have completed your coursework for the first three semesters at Leuphana College by the time you leave for Hong Kong.

While studying at CityU, you will not have to pay tuition fees and can apply for a DAAD scholarship or “Auslands-BAföG” for one year. For the duration of your stay, you will be given the opportunity to live in shared rooms in the student halls on campus for approximately 100 Euros per month.

## AT A GLANCE

Degrees awarded:	Bachelor of Arts (BA) in Digital Media at Leuphana & Bachelor of Arts (BA) in Creative Media OR Bachelor of Arts and Science (BAS) in New Media at CityU
Duration:	4 years (8 semesters)
Extent:	240 ECTS
Study places:	10
Language:	English
Semester abroad:	4 integrated semesters abroad
Start date:	October 1 (winter semester) in Digital Media major
Application:	at the end of Leuphana Semester
Requirements:	Study place in Digital Media major
Restricted admission:	yes
Admission:	own procedure

Programme Coordinator

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