



Media

Live Event:
Open Day on Campus

> Saturday 21 November 2020

> Sunday 22 November 2020

> Saturday 6 February 2021

PROFESSIONAL MASTER'S PROGRAMME

Master Media Innovation



1 year, 60 ECTS



EU/EEA: before 15 Aug.
non-EU: before 1 Jun.



Study load:
40 hours per week



Master of Arts



Group size:
appr. 35 students
(50-60% international)



EEA tuition fee *
only €2,168

* Please check BUas.nl
for detailed information

Want to learn about the cutting edge of the media industry and how you can be at the very heart of this exciting domain? Then choose the Master Media Innovation programme after completing your bachelor's degree and learn how to come up with new and groundbreaking concepts.

For whom?

- > If you want to apply for this programme, you should ideally have a bachelor's degree in the field of:
 - > Business Administration
 - > Media Studies
 - > Communication Studies
 - > ICT
 or another media-related field.
- > Candidates without a degree in the above-mentioned subjects, but who can demonstrate a clear interest in media, are also encouraged to apply.
- > Eligible candidates will be invited for an interview.

Bring something new into use

- > This professional master's programme has been developed in collaboration with international media partners.
- > The programme utilises problem-based thinking and consideration of emerging trends and technologies in order to recognise opportunities for media innovation.
- > We look at practical application of theory in order to produce media concepts that are innovative, future-orientated, and which 'bring something new into use'.

I chose the best programme that fitted my passion

"After my Bachelor in Journalism in Bulgaria, I wanted to expand my knowledge and experience by obtaining a master's degree broad. I chose the best programme that ideally fitted my passion and curiosity in media and innovation. This master's programme provided me with priceless practical skills, taught me how to make professional business presentations and effectively sell my ideas. I got the opportunity to make important contacts with great professionals – my motivated lecturers, creative fellow students and many people from the business sector. But the programme also gave me the chance to work with major international companies such as Samsung."

Gabriela Nikolaeva Andreeva from Bulgaria

Graduate | Currently Editor in Chief at DiTech Global, Plovdiv, Bulgaria



Some of our industry partners:

SAMSUNG

vodafone Ziggo



Why choose this master's programme?

- > In top 10 of all Dutch professional masters (8th position, NSE student ratings)
- > International, industry experienced, lecturing team and many industry partners
- > Successfully blends theory and practical application



A dynamic and engaging programme

"After obtaining my bachelor's degree and working as a producer for a Dutch Television Company, I found myself lost. My job, at that time, was lacking depth and creativity. Instead of working on productions, I wanted to conduct research and create concepts based on insights. After extensive research, I decided to apply for the Master Media Innovation. Topics like Media Theory and Media Technology gave me a good understanding of the psychology behind media and human-centric design. Modules like Business, Research and Communication Studies provided me with the mindset to think on both a strategic and creative level. Today, this is perceived as very valuable at my current job."

Piet Dijkstra

Graduate | Currently working as a creative concept designer at MCI in Amsterdam

English language requirements

- > All international applicants will be required to demonstrate sufficient results on one of the following tests: CAE (Cambridge Advanced Certificate), CPE (Certificate of Proficiency in English), IELTS or TOEFL.
- > Please check the detailed English language requirements at BUas.nl to make sure if you need to take an English test for admission to this programme.

Career examples

Product owner, innovation lead, creative lead, digital marketer, creative consultant, digital strategist, digital brand strategist

CURRICULUM OVERVIEW

Modules

- > Media Theory
- > Media Technology
- > Business
- > Research and Communication

Industry Case

Working with an industry client, students work in groups to solve a real-world problem

Graduation

- > Researching a media innovation topic of your choice
- > Designing a conceptual innovation as part of your final project

You will find an overview of the complete curriculum at BUas.nl

BUas also offers an **executive programme** of this master in Hilversum. Check BUas.nl for detailed information.



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