

# MOK MASTER ONLINE COMMUNICATION

## What is the programme about?

The Master Online Communication is a collaborative programme between your university and Anhalt University of Applied Sciences in Germany and is supported in all non-academic and administrative issues by the state-recognized German non-profit organization DCG Halle e.V. – International Institute –.

The digital transformation of our markets began this millennium and continues in projects like Germany's "Industry 4.0". The Master Programme Online Communication is a quality German Master with a focus on developing graduates that can navigate companies through the chances and risks of online communication in the digital corporate world and helps to tap into innovative business models.

## Programme Modules

- Theories of Online Communication
- Practice of Online Communication
- Online Management
- Online Marketing
- Theoretical and Practical Projects

## Optional Modules

- Business
- Economics
- Economic Law
- Soft Skills / Foreign Languages

# study & live



**Hochschule Anhalt**  
Anhalt University of Applied Sciences



**DCG**  
Halle e.V.  
INTERNATIONAL INSTITUTE

## Benefits

STUDY IN THE BEAUTIFUL, QUIET AND GREEN TOWN OF BERNBURG (GERMANY)  
RECEIVE AN INTERNATIONALLY RECOGNIZED DEGREE AS MASTER OF ARTS  
STUDY WITH HIGH PRACTICE RELEVANCE PARTICIPATING IN COOPERATE PROJECTS  
IN GERMANY, YOU ARE TAUGHT 100% IN ENGLISH  
ENJOY INNOVATIVE TEACHING AND INTERACTIVE METHODS BASED ON  
REAL LIFE CASE STUDIES  
ENJOY YOUR OPPORTUNITIES TRAVELLING THROUGH EUROPE WITH  
YOUR GERMAN RESIDENT PERMIT IN THE YEAR OF STUDY

### Programme structure

You have finished your first year of the Master study until end of this semester. The credits earned in this are recognized.  
You study one year in Bernburg (Germany) where you do 6 modules and write your Master thesis.  
You receive your internationally accepted Master of Arts by Anhalt University of Applied Sciences.

### Study in beautiful and quiet city of Bernburg

Bernburg is a city of around 36.000 inhabitants. It is a quiet and peaceful city in the heart of Germany. It has clean air and a lot of nature in its surroundings. By train, bike, bus and car you can get around easily.

### Full service in all non-academic issues

DCG as partner in all non-academic and administrative issues will give full service for applying visa and during your stay in Germany.

**You still have questions?  
Please feel free to contact**

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