

MOK

MASTER ONLINE KOMMUNIKATION

a cooperation of
Anhalt University of Applied Sciences
DCG Halle e.V. – International Institute –



Hochschule Anhalt
Anhalt University of Applied Sciences



Halle e.V.
INTERNATIONAL INSTITUTE

STUDENT INFORMATION



study

The Anhalt University of Applied Sciences offers innovative teaching and research at international level and with international study quality and quality of life in the heart of central Germany.

WHY WOULD YOU JOIN A COOPERATIVE STUDY PROGRAM WITH THE ANHALT UNIVERSITY OF APPLIED SCIENCES?

The digital transformation of our markets began this millennium and continues in projects like the China 2025 strategy or Germany's Industry 4.0. It leads to a continual need for employees that can navigate companies through the chances and risks of online communication and helps to tap into innovative business models.

The Anhalt University of Applied Sciences offers innovative teaching and research at international level and with international study quality and quality of life in the heart of central Germany. It has three sites: in Bernburg, Dessau and Köthen. 65 Bachelors and Masters courses in seven departments prepare over 7,900 students – including 1,900 international students – for one thing above all: a successful start to their careers.

The clear concept behind the Anhalt University of Applied Sciences is particularly compelling because it systematically brings together science and innovation.

During the Master of Online Communication you would study one year at your university and the second year at Anhalt University. In Germany the program will be entirely in English language. After finishing your studies, you would either receive the German Master Degree from Anhalt University or a Double Degree with your university.

A German Master Degree will improve your job opportunities, especially applying in German companies located all over the world. You will get insights into the German culture, including the German "values" for quality, structure and sustainability. Thus, you can support to build bridges between cultures in your future role.



WHY WOULD YOU BE INTERESTED IN STUDYING ONLINE COMMUNICATION?

In the Master's Program for Online Communication, the overall focus is the digitization of business processes, which led to far reaching changes and challenges across industries. Digitization has a particularly great impact on marketing and communications. With the Master Online Communication, the students should be prepared for the challenging tasks in corporate communications, arising due to new communication habits and processes. Graduates of the program are to bring the necessary knowhow in the company and take over demanding tasks in the field of online communications.

Students learn the practical application, as well as theoretical and methodological principles of online communications. They get a thorough overview of current theories, methods and models and learn how the different approaches can be solved for real life problems. Based on the theoretical and methodological fundamentals, students learn practical applications, such as in internal and external communications, recent developments in communication technology, efficiency and usage of online communications.

They get to know the practical use of online communications within companies and organizations. They are prepared for professional work in businesses and organizations with a comprehensive knowledge of applied online communications in business environments.

WHAT JOBS CAN YOU APPLY FOR WITH THE MASTER?

With the masters degree in Online Communication, you will be prepared for challenging jobs in management or marketing and corporate communications.

Graduates of the program will bring the necessary knowhow to companies and manage demanding tasks in the field of Online Marketing and Digital Communications that arise due to new marketing practices and consumer habits.

Our alumni are employed in these areas

Management / Project Management

Marketing and Communication Departments

Consulting agencies

E-Commerce companies

Self-employed consultant or service provider

Compulsory modules

Theories of Online Communication

Students learn the theoretical and methodological principles of online communications and marketing.

They get a thorough overview of current theories, methods and models and learn how the different approaches can be used to solve real life problems.

Practice of Online Communication

Based on the theoretical and methodological fundamentals, students learn practical applications, such as in internal and external communications, recent developments in communication technology, efficiency and usage of online communications.

They get to know the practical use of online communications within companies and organizations.

They are prepared for professional work in businesses and organizations with a comprehensive knowledge of applied online communications in business environments.

Online Management

Students get an overview of executive functions and management tasks in online communication. They learn how to analyse and manage new forms of value creation as well as business and revenue models.

In addition, they get to know how companies and organizations manage open and participative organizational and employee structures.

Online Marketing

In Online Marketing students learn how the Internet affects the different fields of marketing.

Based on the functional areas of marketing management they get to know the characteristics of online marketing regarding market analysis, strategy development, the design of marketing tools and performance analysis. They get enabled to develop marketing concepts for online marketing.

With the potential of online marketing in mind they also learn how established marketing activities can get analyzed and systematically refined.

Theoretical and Practical Projects

In cooperation with industry partners students work on two major projects. Thus, students apply their knowledge of online communication to real life business cases.

Due to excellent relationships with companies during the studies and the students experiences in practical projects, students and graduates have best opportunities to work for one of the industry partners after graduation.

HOW IS THE PROGRAM STRUCTURED?

In the Master Online Communication you study 4 semesters (120 Credits).

The program consists of compulsory and electorally compulsory modules:

Industry Partners

AUDI AG (Automotive)

Siemens AG (Engineering)

CLAAS (Agribusiness)

Tchibo GmbH (Consumer Goods)

Cheil Germany GmbH (Advertising)

Saaten Union (Agribusiness)

ERGO (Insurance)

GIZ (International Development)

Deutsche Bahn AG (Railway)

ACO Tiefbau Vertrieb GmbH
(Engineering)

The foreign university fixes electoral
compulsory modules.
Each module is worth 5 credits.

Categories for electoral modules

Business

Economics

Economic Law

Soft Skills/Foreign Languages

In total students are supposed to
receive 60 credits at the foreign
university.

At Anhalt University you will do
modules worth 30 credits, write your
Master Thesis and hold your colloquium.
Master Thesis and Colloquium sum up
to 30 credits.

**Which modules are done at Anhalt
and which ones at the partner
university?**

Normally, Anhalt takes over the delivery
of the compulsory modules.
However, this depends on the foreign
university. The partner university has to
teach 12 modules à 5 Credits. They can
do parts of the compulsory modules as
well but can also choose to do only the
electoral compulsory modules.

**Will Anhalt lecturers come to teach at
the partner university?**

This is not planned but may be possible
in block seminars.

**What requirements must be fulfilled
to get study admission?**

- Academic degree in Business
Economics or similar professions
- Degree certificate marked 3.0
or better
- Motivation, aptitude interview
if needed

1 Anhalt University of Applied Sciences Campus



live

A small city that offers all amenities for good student life.

WHAT IS LIFE IN BERNBURG LIKE?

Bernburg is a city of around 36.000 inhabitants. It is a quiet and peaceful city in the heart of Germany which has a long history.

In 2011 Bernburg celebrated its 1.050th birthday. Although a relatively small city, Bernburg offers a lot of amenities for its inhabitants. The city offers a range of good restaurants as well as bars for nightlife.

In the city, people can do almost all errands by foot but also with the car,

bus or bike. Students are not living on the campus but can reach it within 10 min by bus.

On the campus, students can use sports facilities all year. The campus also offers a bar and a restaurant as well as the student restaurant.

Bernburg is a green city with lots of parks, clean and clear air, during the night you can see the many stars in the night sky and the River Saale offers a lot of biking ways.

Is living in Bernburg safe?

In general, Bernburg is a safe city. Even at night, there is no place which is categorized as dangerous.

Close city highlights to visit

Due to its centrality, students can get to all places in Germany by train, bus or car within 4–6 hours of traveling. The next airports are in Leipzig (65km) or Berlin (169km).

Interesting cities to visit

Leipzig (65km)
Berlin (165km)
Dresden (185km)
Hamburg (298km)
Prague (325km)
Frankfurt (384km)
Munich (477km)

Events in Bernburg

Middle Age markets and
Walpurgis Night in the Castle
(End of April/ Beginning of May)

Rose Festival and Town Festival
(End of May/ Beginning of June)

Castle Hill Festival (June)

Water sports festivals (Summer)

Wine markets (Autumn)

Historical Harvest Home (Autumn)

Christmas Market

Carneval (November)

ENSURING
PEACE OF MIND FOR
OUR PARTICIPANTS



support

By solving all the administrative tasks for students, DCG ensures that students can fully concentrate on their studies in beautiful Bernburg.

ADMINISTRATIVE INFORMATION

What do I need to do to get my Visa?

The German partner of the cooperation, the DCG Halle e.V. – International Institute, is giving a big support in the whole Visa application process for the program students.

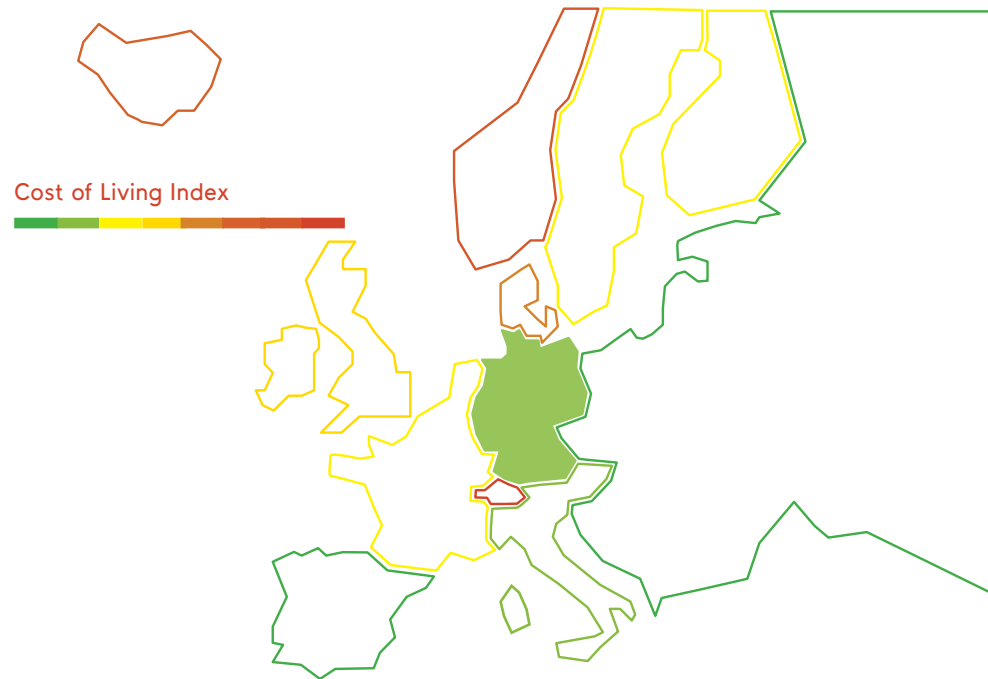
Program students participate in the APS group processing and only need to go personally to the German Embassy for giving their finger prints.

What students need to do is an interview in English at the partner university with

a German Professor to prove their academic ability for the course. And all payments (tuition and cost of living) have to be done prior to Visa application.

Who is supporting me in Germany when I have problems not related to academic issues?

DCG Halle e.V. – International Institute is supporting in all administrative issues when students are in Germany.



WHAT COST ARE INVOLVED FOR ME?

Cost of living in Germany

When students come to Germany, they have to show their financial ability for studying in Germany. For this, they have to show to the German authorities that they possess 8.640 € (actually from 2016) for their cost of living (one year) before DCG handles their Visa application process. The amount is coupled to the German BAFÖG (study support regulation) defined by the Ministry for Education and Science.

DCG handles all the administrative tasks, listed below, for students coming to Germany.

From the yearly costs of living you have to finance

1. Fees and costs for entry and stay, registration formalities, Visa application, permit of residence, bank accounts, insurance certificates

2. Fees and costs for accommodation (student hostel, living community), rent from October–September (including advanced payment for heating, water, electricity etc.), internet access, equipment of the apartment

3. Security deposit for safety bond to the foreigner registration office, rental bond (repayment after finalization of the stay resp. rental contract)

4. Charges and dues
University semester fee

For our program students we can offer better deals (1.+2.) that include better services and lower fees.
Remaining balance is their monthly "pocket money" divided by 12 month.

Study service fee

→ Please ask your university for the study service fee involved for this program.

HOW EXPENSIVE IS STUDYING IN GERMANY?

Cost of living

Compared to other Western European countries Germany has a relatively low Cost of Living Index (65.54) and is placed on rank 16.
Related to the reunification of Germany more than 25 years ago, there is an additional difference between the Western and Eastern part of Germany.

In the average the living cost in East Germany are around 20 % lower as in West Germany, especially in big cities, i.e. a student in Munich must pay between 400–500 € for a single room in a community, our program students who study at the DCG partner university in Bernburg pay for the same around 230–250 €.

Studying on a German campus is even cheaper.

Example for campus prices:
A meal at the campus Mensa costs 1,50–3,00 €
0.5l of beer in a campus club costs 2 €
1kg of bread is available for 1,30 €

Studying a Master in English language in Germany is very cheap related to the fees and living costs in U.K or other West European countries.

Will I live on my own or do I have to share my room?

Most students live in a shared apartment. They have their own room but share bathroom and kitchen.

What sources of funding are available to me?

Below mentioned funding opportunities are available for applicants who may have insufficient financial means:

- Apply for overseas study scholarships from one's home country if applicable
- Apply for German nationwide DAAD (Deutscher Akademischer Austausch Dienst / German Academic Exchange Service) scholarships if applicable, available at:

www.daad.de/en

Studying in Germany is, "free of charge", why do we have to pay tuition fee?

This is a partner program between the Anhalt University of Applied Sciences and your university. Anhalt is providing additional capacities next to its normal teaching agenda. The classes are closed and program students who are successfully in the part at the partner university receive their Visa and get a study place to continue their study at Anhalt university.

Students can always apply at any German university directly.

However, places for foreign students are limited and a place is given at availability and often bound to a "numerus clausus".

Students also have to apply for their Visa themselves and have to do their interviews for proof of English proficiency at the German Embassy in their county.

Furthermore students would have to take care for health insurance, flat, registration at different German authorities, bank accounts on their own.

Even though students pay fees, the program is set up to save time and money for them compared to the conventional ways, as they get into a paid job faster than their peers in conventional programs.

Are students allowed to work in Germany while they study?

Work is permitted in the time of the university study, but opportunities for foreign students are restricted. You would only be allowed to do a very limited number of hours per week. In total foreign students can work during their study 180 half days per year.



DCG IS A NON-PROFIT ASSOCIATION

OUR GOAL IS TO SUPPORT THE
UNDERSTANDING AMONG NATIONS
BY FOSTERING AND ORGANIZING
EDUCATIONAL PROJECTS

IN 17 YEARS OF
ORGANIZATIONAL ACTIVITIES

WE HELPED MORE THAN 3.100
PARTICIPANTS IN OUR PROGRAMS

Prof. Dr. Hendrik Send
Program Advisor
Anhalt University of Applied Sciences



1

2



Prof. Dr. Daniel Michelis
Vice president
Anhalt University of Applied Sciences

3



Stefan Stumpp
Program Support
Anhalt University of Applied Sciences

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**STILL HAVE OTHER QUESTION?
PLEASE FEEL FREE TO CONTACT US!**

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R

report

The insights from three of our Alumni will give you an impression about study and life in Bernburg and at the Anhalt Campus.



HANNES

Our graduate Hannes calls himself a "digital enthusiast" and is working at the public utility company Stadtwerke Erfurt, which offers the supply of electricity, gas and drinking water and also the operation of supply networks as well as disposal and recycling in the beautiful city of Erfurt.

Hannes is responsible for public relation especially on the internet. Therefore, he produces online content, creates strategic online marketing plans and operates diverse social media channels. One of Hanne's recent favourite projects is the "SWE Wissens-welt", which is a new augmented reality application to teach pupils and students topics like electricity, alternative drive concepts, renewable energy and recycling.



LISA-MARIE

After graduating, Lisa-Marie successfully started her career in our capital Berlin as an Online Marketing and Social Media Manager at the TÜV Rheinland Akademie, a large organisation for vocational training, in company training, the qualification of jobseekers and personnel management in the German engineering industry.

As an Online Marketing and Social Media Manager, Lisa-Marie has diverse tasks. She is responsible for the various social media channels of the company, for producing blog and video content, for designing online marketing campaigns and for social media monitoring. Lisa is enthusiastic about her nice colleagues and the city of Berlin, which offers great parks, lakes and rooftops to enjoy leisure time and to charge batteries for challenging tasks.



SEBASTIAN AND MARTIN

Sebastian and Martin both studied our masters program and became project managers at the online marketing agency Löwenstein. They are responsible for search engine optimization, search engine advertising, affiliate marketing and email marketing for small and medium sized companies. A key resource for a successful project completion is an intensive customer support as well as the management and the control of the projects.

Being a project manager means to have a lot of team meetings, kick offs and video conferences but Sebastian and Martin also enjoy a great teamwork atmosphere and a lot fun at their job.



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