Master’s Degree
Media and Convergence Management

www.aau.at/mcm
In the era of globalization, new competencies are required to successfully manage companies in the media and media-related sectors. Thus, the Master degree program MEDIA AND CONVERGENCE MANAGEMENT is designed to provide students with valuable competencies that enable them to function as mediators in converging environments, connecting different areas of expertise, such as organizational communication, media economics and management, marketing, advertising, consumer behavior and engineering. They will be taught to respond to the specifics of the media industry – e.g., as to value creation -, learning to apply the conveyed know-how in order to optimize processes and business relations.

Students attending this interdisciplinary master program should be made aware of the mechanisms triggering those far-reaching changes, such as social developments, convergence, globalization in the media sector as well as alterations in political and legal frameworks. Implications will also be discussed from the perspective of consumers and users, who are affected by changes in management processes, both strategic and operative. With regard to technical and technological developments, trends of convergence demand students to get insights into this area to comprehend and evaluate future trends, their potentials and consequences.
Dr. Sabine Schauer  
Corporate Communications Director  
Henkel Central Eastern Europe GmbH  

“In a world of rapid, ongoing change, responding to new trends and situations becomes indispensable for businesses to remain competitive. In our case it is of high relevance, since we do operate globally as well as in different business fields. Thus, we need staff members that incorporate knowledge and expertise from the fields of economics, technics and communications.”
WHY STUDY MEDIA AND CONVERGENCE MANAGEMENT AT THE ALPEN-ADRIA-UNIVERSITÄT KLAGENFURT?

- Excellent and innovative program
- Limited number of students
- Good staff-student ratio
- Modern campus university
- Recreational facilities nearby
- Numerous partner universities throughout the world

The Alpen-Adria-Universität Klagenfurt was founded in 1970 and is Carinthia’s leading educational institution. Nearly 10,000 students pursue a degree at the main campus in Klagenfurt or the establishment’s subsidiaries in Graz and Vienna. It is a very young and dynamic university with four faculties accommodated in modern buildings and it also offers attractive facilities, such as a 24-hour library (open 7 days a week) and the nearby University Sports Institute. Moreover, student dormitories are conveniently located on campus.

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Master’s Degree
Media and Convergence Management

JOINT PROGRAM OF THREE FACULTIES
- Faculty of Humanities
- Faculty of Economics and Management
- Faculty of Technical Sciences

DURATION
- 4 semesters (120 ECTS)

ACADEMIC DEGREE
- MA (Master of Arts)

PREREQUISITES
- Specialist Bachelor and Diploma degrees (with either cultural, media, economic or technical focus)
- Proof of English language competency (Level C1)
- Interest in interdisciplinary work

LANGUAGE OF INSTRUCTION
- English (electives will be offered in both German and English)

MAIN SUBJECTS
- Organizational Communication
- Media and Convergence Management
- Media Marketing
- Consumer Behaviour
- Distributed Multimedia Systems
- Human Centered Computing
- Innovation and Marketing
- Media and IT-Law

STUDY ELEMENTS
- Main courses held in Klagenfurt
- Excursions
- Short-term studies abroad

STUDY ENVIRONMENT
- Excellent & innovative program
- Small groups
- International teaching staff

FURTHER INFORMATION
E mail@mcm.aau.at
W www.aau.at/mcm
Living and studying in Klagenfurt

Klagenfurt, the capital of Austria’s southern-most province Carinthia, is a city worth experiencing. It is a lively, yet very safe surrounding with a Mediterranean flair, home to approximately 100,000 inhabitants. The broad range of cultural and sportive activities (the Bachmann Literary Competition and the Iron Man) and the captivating scenery with both mountains and lakes make the city an incomparable place to study. Conveniently located near the border regions, it has become a linguistic, cultural and economic meeting point for people from different backgrounds, giving the area a particular flair.