The Master's degree program in Journalism: Innovation and Management starts in the winter semester. There are 20 places available each year, which are allocated through a selection procedure. Points are awarded to applicants for the relevance of their previous degree (e.g. a Bachelor's degree in media and/or communication), for practical experience in the media industry (e.g. in journalism or media research), and for other relevant skills (e.g. methodological skills, foreign language skills). A short description of a possible research project is also taken into consideration if submitted. The KU is open to students of all faiths.

Applications must be received by the Catholic University of Eichstätt-Ingolstadt by July 15. Please be aware that this deadline is a cut-off date. The postmark is not sufficient. Only the date of receipt of the written application will be considered.

Additional requirements apply for international students. In particular, as the degree program is taught in German, international students must submit proof of sufficient German language proficiency. Detailed information is available at www.ku.de/en/prospective-students/prepare-to-study-at-the-ku
Digitalization, mobile communication, social media, cross-media communication, newsrooms – the media is changing rapidly. New technologies make new products possible, which in turn require a new kind of journalism. Those who want to play an active role in shaping current and future developments, rather than just being swept along by them, need creative ideas and concepts that have been reviewed by research.

Which opportunities does the media market offer? Which ideas are likely to be successful?

These are the kinds of questions at the heart of the Master’s degree program in Journalism: Innovation and Management at the Catholic University of Eichstätt-Ingolstadt (KU). The degree program covers four semesters and is research-oriented. It focuses on current changes in journalism and media, specifically changes in media formats and organizational forms.

What leads to innovation? Why are some innovative ideas successful, while others are not?

Students develop new formats and concepts and consider how they can be implemented successfully in editorial departments. At the same time, they consider social responsibility and ethical issues. Methodological skills are also a key part of the program.

How is research on current or future changes conducted? How can a new idea’s potential be estimated?

Students investigate these questions in practical projects in which they design a new TV show or develop a new magazine or a new organizational structure for an editorial department, for example. Here are some examples of projects: Members of the degree program helped the broadcaster Westdeutscher Rundfunk design a TV show. Two organizational development teams worked with different editorial teams at the broadcaster Bayerischer Rundfunk (Bayern 3 and Redaktion Bayerncenter). Students developed the website anhalts-punkte-in-bayern.de for the broadcaster MDR in Magdeburg. They used the site to present innovative journalistic formats, which were covered in MDR's TV and radio reporting.

Careers in innovation and management

Graduates of the degree program are qualified to design and test new media formats and strategies. They can be found in media companies, editorial teams, and research, where they contribute new ideas for change in the media. Graduates may pursue careers in journalism, project management, editorial development, and format distribution, and as strategic advisors or assistants to company directors.

The KU has been successfully training students in journalism and media research for many years. Its first journalism degree program was established in 1983. The current six-semester Bachelor’s degree program was introduced in 2008, followed by the Master’s degree program in Journalism: Innovation and Management in 2010.

### Modules in the Master’s degree program in Journalism: Innovation and Management

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Bayerischer Rundfunk (Bayern 3 and Redaktion Bayerncenter). Students developed the website anhalts-punkte-in-bayern.de for the broadcaster MDR in Magdeburg. They used the site to present innovative journalistic formats, which were covered in MDR's TV and radio reporting.

**‘The Master’s degree program combines theoretical teaching with exciting practical projects where you can develop your team skills and problem-solving abilities, and also learn a lot about yourself. The unique thing about the KU is the friendly atmosphere among the students and professors.’**  
Stefanie Dintner

**‘When I decided on the KU’s Master’s degree program in Journalism, I wasn’t looking to train as a journalist; I wanted to gain the knowledge and skills required to play a role in shaping the future of the media industry. I’m very satisfied with the program. The professors are incredibly knowledgeable and helpful.’**  
Silas Sachs

**‘We developed innovative formats for well-known media companies together. This opportunity to connect the basics of media management that we had already learned with our own ideas and put them into practice was a part of the concept of the Master’s degree program that I particularly liked.’**  
Nicole Schwertner