

## Surrounding Conditions

The city of Cologne offers ideal surrounding conditions: In addition to its central location, excellent traffic connection and high quality of life, Cologne boasts a synergetic coexistence of media corporations, service providers, software companies and market research institutes. Our students can expect to receive excellent support at all times. With only 25 new students admitted each year, the relationship between students and teaching staff is casual and supportive – overcrowded lecture halls are nowhere to be found. The number of applications for admission vastly exceeds the number of available places. Professors and lecturers do not only focus on teaching theoretical knowledge but also share methods and principles as well as their professional experience.

The institute is equipped with state of the art hard and software and many classrooms have computer workstations. WiFi is available and LCD projectors are installed in all classrooms. Students have access to a large number of print and digital resources. The university library is just around the corner.

## Contact

### PROGRAM INFORMATION

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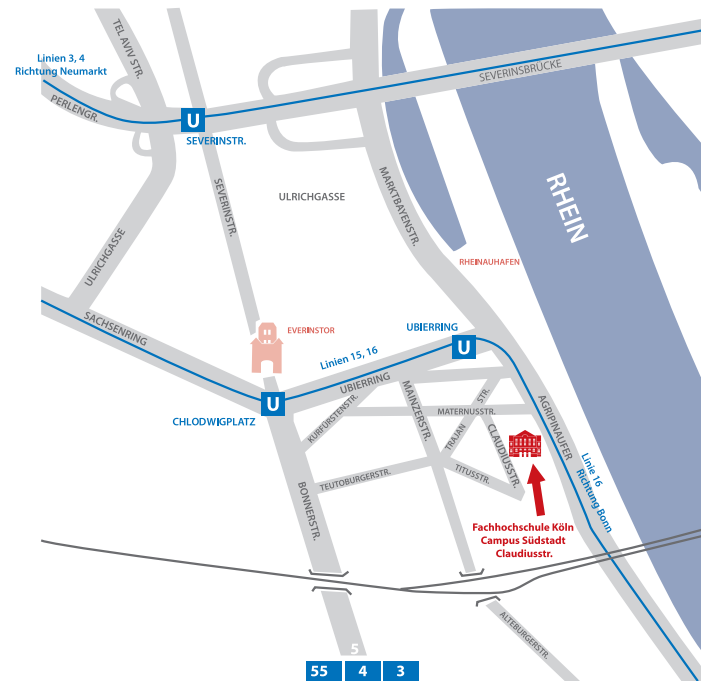
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### INFORMATION ONLINE

→ <http://www.master-mum.de>

### ADDRESS

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www.fh-koeln.de

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Faculty of Information Science  
and Communication Studies

Master's Program

# Market and Media Research



Fachhochschule Köln  
Cologne University of Applied Sciences

## Profile

Despite there being a confirmed demand, until 2011 no institution of higher education in Germany offered a program that precisely met the actual demands of market and media research institutes. All programs where market and media research represented a significant part of the curriculum also focused on other topics to a considerable extent – and this situation has not changed much in recent years. The Master's program in Market and Media Research explicitly avoids this problem. First offered in the winter semester 2011/2012, the program provides an opportunity to obtain a graduate degree in the field of market and media research which actually meets the demands of today's labor market.

## Aims & Main Focus

The program's unique feature is a strong focus on empirical methods and applied research in the online sector. Students become familiar with a broad range of methods while at the same time having the opportunity to specialize and gain indepth knowledge in their main fields of interest. Cooperations with wellknown institutions in the field of market and media research as well as producers of market research software also shape this Master's program. Cooperations include participation in lectures and courses and joint research project, among others.

## Occupational Fields

Graduates are wellqualified to fill leadership positions in the field of commercial market research in companies and agencies, in empirical research departments of scientific research facilities as well as in media research divisions of media corporations and agencies. The program is supported by the German Society for Online Research (DGOF), Europe's largest association of its kind.

## Admissions

The program aims to attract graduates of programs in information science and communication studies – in particular graduates of our institute's own undergraduate programs in Applied Information Science and Online Editing. It goes without saying that external applicants with an undergraduate degree in a related field are also welcome. Successful applicants have an excellent undergraduate degree. In addition, they are required to submit a Letter of Intent with their application. Each year 25 new students are accepted into the program.

## Structure & Duration of Program

This fulltime program is subdivided into 14 Modules. The study program has a duration of four semesters (two years) and starts in each winter semester. Academic achievements are evaluated in accordance with the European Credits Transfer System (ECTS). Upon successful completion of the program, students are awarded the academic degree "Master of Science (M.Sc.)".

## Professors

The Institute of Information Sciences gathers specialists in the field of market as well as media research: The Faculty of Information Science and Communication Studies is headed by Dean Prof. Simone Fühles-Ubach, Head of Department is Prof. Petra Werner. Prof. Matthias Fank is the Program Director. In 2014, the Institute of Information Sciences organized the renowned international expert conference General Online Research. This successful cooperation is continued in 2015.

	Required Modules				Optional Required Modules / Market or Media Research
1 <sup>st</sup> Semester (20 + 2 weekly hours per semester / 30 ECTS)	M0 Preparatory Course in Mathematics & Information Technology 2 weekly hours per semester / 2 ECTS				Explanation: <input type="checkbox"/> = Methodical Aspects <input type="checkbox"/> = Theoretical Aspects <input type="checkbox"/> = Practical Aspects
	M1 Philosophy of Science & Methodology  2 weekly hours per semester / 2 ECTS	M2 Tools for Market & Media Research (Field Research)  8 weekly hours per semester / 12 ECTS	M3 Structural & Psychological Aspects of Market & Media Research  6 weekly hours per semester / 8 ECTS	M4 Legal & Ethical Aspects of Market & Media Research  4 weekly hours per semester / 6 ECTS	
2 <sup>nd</sup> Semester (20 weekly hours per semester / 30 ECTS)	M1 Philosophy of Science & Methodology  4 weekly hours per semester / 6 ECTS	M5 Statistical Data Analysis Methods I  6 weekly hours per semester / 9 ECTS	M6 Methods & Tools for Online Research  6 weekly hours per semester / 9 ECTS		M7 a/b Marketing Theories/ Media Theories  each 4 weekly hours per semester / 6 ECTS
3 <sup>rd</sup> Semester (21 weekly hours per semester / 30 ECTS)	M8 Competitive Intelligence & Trend Research  4 weekly hours per semester / 6 ECTS	M10 Statistical Data Analysis Methods II / Data Mining  5 weekly hours per semester / 8 ECTS	M13 Master's Seminar		M9 a/b/c/d Special Applications of Market or Media Research  each 2 weekly hours per semester / 2 ECTS
4 <sup>th</sup> Semester (5 weekly hours per semester / 30 ECTS)	M12 Current Trends in Market & Media Research  2 weekly hours per semester / 2 ECTS		M13 Master's Seminar & Master's Thesis  2 weekly hours per semester / 26 ECTS		M11 a/b Applied Market & Media Research Project  each 8 weekly hours per semester / 12 ECTS
				Social Credits 1 weekly hour per semester / 2 ECTS	
				M14	