



ADVERTISING B.A.

YOU ENJOY A THIRTY SECOND COMMERCIAL AS MUCH AS A FEATURE FILM?

STUDY PROGRAM

You'd rather click on an online-ad than adblock it? You love to develop both - communication strategies and creative solutions? You are interested in design as well as in copy writing?

Then the B.A. Advertising is exactly your thing. This study program combines a theoretical background, strategic thinking and the development of big ideas with creating all different kinds of ads. This particular combination of modules and courses in a B.A. Advertising are unique not only in Berlin, but in Germany.

This Bachelor program educates students in diverse fields of advertising and adjoining topics like marketing, consumer behavior and market research.

The curriculum brings together empirical research, brand planning and innovation strategies on the one side and visual, verbal and audiovisual communications on the other.

CAREER PROSPECTS

Solid theoretical knowledge is balanced with practical projects. The individual projects are based on actual briefings, contributed directly by advertising agencies, commercial enterprises or cultural and social businesses.

Furthermore all professors and teachers have a strong industry background and are continuously active in their individual fields.

The internationally recognised B.A. Advertising prepares the aspiring students for careers in advertising agencies, marketing and advertising departments of commercial enterprises as well as in media companies and cultural businesses. You will also be able to access numerous postgraduate and Master programs.

Strategic Planner
Account Manager
Conceptionist
Copy Writer
Media Designer
Art Director

FACTS

Start of semester

1st of April
1st of October

Course Duration

7 semesters

Form of studies

Fulltime with an internship included either in Germany or abroad

Credit Points

210 ECTS

Degree

Bachelor of Arts

Costs

650 € per month

Language of study

English



COURSES ADVERTISING B.A.

1ST YEAR

WINTER

ADVERTISING CONCEPTION

Communication Concept
Positioning

MARKETING I

Business Models
Marketing Management

BRAND DESIGN

Logo, Corporate Design
Design Manual, Packaging

COMMUNICATION SCIENCES

Communication Models
Communication Research

ADVERTISING FILM I

Film Theory, Storyboard + Animatic
Basics in Advertising Film

CONSUMER + ADVERTISING PSYCHOLOGY

Perception + Activation, Motivation + Attitude
Buying Decisions

2ND YEAR

WINTER

MARKETING II

Nonprofit + Social Marketing
Marketing Ethics

CREATIVE STRATEGIES II

Innovation Strategies
User-Driven Innovation

WRITING FOR ADVERTISING II

Advertising Videos
Crossmedia + Transmedial

MEDIA SCIENCES

Media Models
Media Research

DESIGN LAB

Design Research
Free Design Project

PROJECT/CAMPAIGN/PITCH

Interdisciplinary Project

3RD YEAR

WINTER

INTERNSHIP/SEMESTER ABROAD

Work Experience or Student Exchange Programme

FREE PROJECT

Independent Project Work
Exposé + Presentation

4TH YEAR

WINTER

MEDIA LAW - MANAGEMENT

Copyright + Licensing

NARRATIVE ENVIRONMENTS

Brand Spaces, Exhibition
Spatial Storytelling

THESIS

Independent Processing of a Complex Task

APPLICATION + CAREER

Entrepreneurship
Application + Career Coaching

ADVERTISING + SOCIETY

Cultural Studies
Contemporary Cultural Research

SUMMER

WRITING FOR ADVERTISING I

Copy Writing, Headline
Rhetoric

CREATIVE STRATEGIES I

Advertising Strategies
Creative Brief + Big Idea

ADVERTISING DESIGN I

Image, Colour, Typography
Sketch + Final Draw

MARKET RESEARCH I

Quantitative + Qualitative Method
Survey Design

PHOTOGRAPHY

Product + People Photography
Campaign

ELECTIVE

Individual Competence Deepening

SUMMER

CONTENT STRATEGIES

Branded Entertainment
Types of Storytelling

MEDIA + ACCOUNT PLANNING

Media + Channel Planning
Budgeting, Art Buying

ELECTIVE

Individual Competence
Deepening

LAB PROJECT

Interdisciplinary Project

ADVERTISING DESIGN II

Designing an Extensive Campaign
Creative Teams + Art Direction

PROJECT/CAMPAIGN/PITCH

Interdisciplinary Project

SUMMER

CREATIVE STRATEGIES III

Advertising Futures
Minor, Major + Mega Trends

INTERACTIVE DESIGN

Digital Media + UX
Interactive Advertising

MOTION DESIGN

Animation in Advertising

MARKET RESEARCH II

Empirical Research

STATISTICS

Data Analysis + Indices
Analysis Software

ADVERTISING FILM II

Scheduling + Production Planning
Production + Post Production

Strategies + Theories

Practical Expertise

Design Skills

Research

APPLICATION + ADMISSION

To start the B.A. Advertising you need a higher education entrance qualification or proof of professional qualification/experience in accordance with Section 11 of the Berlin Higher Education Act. You can apply in writing or online to participate in a two-stage selection process. In order to provide a clearer image of your existing knowledge, please fill out the written admission test, which you will find on our website. During the second stage, we will then invite you to a personal interview.

TUITION AND FUNDING

The monthly tuition fee is € 650. A one-off matriculation fee of € 350 is payable upon registration. The bachelor program is recognised by Bafög (German federal financial student grants). Students may also apply to banks or to the Kreditanstalt für Wiederaufbau (KfW) for educational loans. The design akademie berlin regularly awards full scholarships.

ABOUT US

The **design akademie berlin**, SRH Hochschule für Kommunikation und Design, has been a leading Berlin institution for practical teaching for twenty years. As an officially approved private university of applied science, we provide an innovative location at the Aufbau Haus in Kreuzberg. We are part of a strong network – the SRH Hochschulverbund: The **design akademie berlin** is one of ten SRH Hochschulen educating over 12.000 students. The partner is SRH Higher Education.

CONTACT

design akademie berlin
SRH Hochschule für Kommunikation
und Design

Aufbau Haus am Moritzplatz
Prinzenstr. 84.1
10969 Berlin

study@design-akademie-berlin.de
Phone +49 (0)30 61 65 48 165

GET TO KNOW US

**+ TRY B.A. TRIAL STUDIES
+ OPEN HOUSE**

For more information visit us at:
www.design-akademie-berlin.de