



Second-Year MBA projects
in Media Management

Second-Year MBA projects in Media Management



Program The Hamburg Media School MBA in Media Management is dedicated to integrating the content and business sides of managing media products in a world-class curriculum. We strive to unite cutting-edge academic theory with hands-on, real-world learning.

Projects One of the foundations of our unique program is project work, which helps students develop their skills in a genuine, competitive business environment. The second-year project gives students the opportunity to work in teams on consulting projects for well-known media companies. The teams combine methodologies and frameworks from leading strategy-consulting companies with innovative academic and business ideas, while incorporating extensive media and communication research.

Competence This exceptional program offers partner companies access to a highly skilled resource that tackles business problems from a fresh perspective. It also gives them the chance to become acquainted with tomorrow's media managers and contribute to their education. Students, meanwhile, are able to apply their acquired knowledge and practice using theoretical and practical tools.

„The students' work is at the level of professional management consultants.“

Rainer Buss, Head of Controlling, Spiegel

Types of Projects Past projects have covered a wide array of subjects within the media industry. Clients from new media, television, and print sectors challenge students with tasks that have ranged from market analyses to developing and evaluating new international marketing campaigns and business models. Although partner companies vary in size and focus, they have two things in common: they are top players in their industry, and they face a concrete business problem that the project addresses through research and analysis.

Outline In general, teams of three to four students work for approximately three months on a task the client has presented to them. Their academic schedule is designed to allow them to spend a substantial amount of time researching and analyzing the task, and developing a solution to the client's problem. Projects conclude with a comprehensive 90-minute presentation of results to the client, accompanied by a written report.

Schedule We work with your schedule to create a project timeline. Usually, teams work on projects related to the print industry between January and March, while projects focusing on new media and radio take precedence between April and June. From October until December teams work on issues presented by the film and television industry. Since students are required to complete an internship in the summer months, no projects are worked on between July and September. In general, clients should offer their projects to the Hamburg Media School at least two months before the start of a project phase to leave enough time for planning and organizing.

„The students have constructed an ideal planning basis and thoroughly outlined the following steps of realisation.“

Harry Goering, CEO UFA Entertainment (Bertelsmann)

„Consistent, precise, very convincing. We are already adopting the results into practice.“

Ove Saffe, CFO Stern Verlag, Gruner + Jahr (Bertelsmann)

The School's Role We select suitable projects and establish contact with the client. We hold a preliminary meeting with the client to clearly define the assignment as well as goals and expectations. Projects are subsequently presented to the students, who form teams and begin work on the problem. Teams benefit from the school's application-oriented approach, which includes intense coaching by faculty throughout the project.

Confidentiality For grading and learning purposes, supervising staff as well as other students in each year's group view all project reports. However, all parties are bound to keep project information private and must sign a written statement of confidentiality before the start of the project.

Costs Business projects are an important element of our practice-oriented educational approach. Therefore neither the university nor students charge fees for their work on the client's project. However, the client usually covers students' traveling expenses for the preliminary as well as final project presentation. We also expect our partner companies to provide a letter of reference for the members of their team.

How to Proceed Interested companies can submit a project for consideration at any time. You should provide a brief outline of the problem and your expectations of the project. Please contact our project coordinator at:

Get in touch projekte@hamburgmediaschool.com / +49 (0)40-41 34 68-0

Selected Second-Year Projects

- Analysis and concept-development of a paid-content business model
- Creation of social-networking sites for women's magazines
- Market analysis and recommendation of a strategy for HD Technology
- Market analysis for children's TV
- Development of a health magazine's online presence
- Market analysis and development of new concepts for transactional television
- Program comparison and optimization of timeslots
- Benchmarking of logistical processes in newspaper distribution and automobile industry
- Market analysis and concept development of direct-to-DVD productions

Selected Clients

- | | | |
|------------------------|----------------------|-----------------------|
| · Arvato (Bertelsmann) | · Jahreszeitenverlag | · Verlagsgesellschaft |
| · Axel Springer | · NDR Media | · Madsack |
| · Bauer Verlag | · ProSiebenSat.1 | · Verlagsgruppe |
| · Cinecentrum | · RMS | · Milchstrasse |
| · Die Zeit | · Spiegel-Verlag | · Warner |
| · Gruner + Jahr | · Studio Hamburg | · ZDF |
| · Handelsblatt | · UFA | |



„We were skeptical at first. By now I've changed my mind. The MBA students have presented us with some excellent work.“

Thomas Osterkorn, Editor in Chief, Stern, Gruner + Jahr

„The second-year projects at HMS are distinguished by their high professional standard and their solution-oriented approach. The HMS Students have continuously related their research analysis to a real-life perspective.“

Jens-Uwe Bornemann, Head of Business Development & Strategy UFA Film&TV GmbH



Our high teaching standards and innovative degree programs are constantly secured through the strong support of the Free and Hanseatic City of Hamburg, the University of Hamburg, the HfBK, and the members of the Hamburg Media School Foundation:



Publisher
Hamburg Media School GmbH
Finkenau 35
22081 Hamburg
Germany
Telefon: +49 (0)40-413 468-0
Telefax: +49 (0)40-413 468-10
info@hamburgmediaschool.com
www.hamburgmediaschool.com