

Creative Business, Media Management (3 year)

Creative Business (Media Management) , Bachelor's Degree (3 years), Full-time
Are you curious, communicative and fascinated by the world of media and entertainment? Are you an International Baccalaureate (or equivalent pre-university education) student interested in earning your bachelor's degree in just three years as part of a highly challenging degree programme? If so, you may just find our Creative Business (Media Management) 3-year Track programme the right fit for you.

- Earn your bachelor's degree in just 3 years.
- Obtain a master's degree in 4 years with our 1 year [Master Content & Media Strategy](#) after your study.
- Enrol in a broad-ranging management course – a gateway to a career in media.
- Option to complete part of your degree programme outside the Netherlands.
- Final-year internship in the Netherlands or another country of your choice, greatly increasing your chances of finding a job.

This study programme was previously offered as Media and Entertainment Management (MEM).

Overview

Degree

- Bachelor of Arts

Study start

- September

Location

- Leeuwarden

Language

- English

Standard duration

3 years

Credits

This course amounts to a total of 180 ECTS.

Fees

- EU students (per year) € 2,143
- NON-EU students (per year) €8,350

[View all costs](#)

Application deadlines

EU: 15 August

Non-EU: 31 May

Career

Graduates in Creative Business have a wealth of career opportunities in the world of media and entertainment. You could end up working as a manager for a magazine or other publication, a media planner at an advertising agency or TV station, or start your own company developing cross-media formats.

Diversity is key

As a media professional, you will possess highly developed conceptual thinking skills. You will also be able to manage a creative team and know how to use the various communication media and technologies to which you have access. Get ready for an exciting career in a rapidly changing field!

Careers open to you after graduation include:

- Media Planner
- Media Manager
- Producer
- Online Marketer
- Marketing Manager

Admission Requirements

Academic Requirements

To be admitted to one of the bachelor programmes you have to meet certain admission requirements. NHL Stenden University of Applied Sciences recognises the following general international qualifications:

- International Baccalaureate (IB) Diploma or European Baccalaureate Diploma.

- Three GCSE/GCE 'O' level passes (final grade A, B or C) and three 'A' level passes. These six passes combined must all be in different subjects.
- Bachelor's or master's degree.

You are also eligible for admission if your diploma is on this [list of European VWO Equivalents](#).

Language Requirements

All non-EEA applicants are required to submit an English proficiency test with their application. Exceptions are made for students, who have had their preparatory education in a country where English is the official working and educational language. The language requirements for EEA students are the same as for Dutch students. If [your diploma is listed here](#), the additional English language test is not required.

NHL Stenden University of Applied Sciences accepts three kinds of official language tests: IELTS, TOEFL and the Cambridge Certificate of Proficiency in English.

- [Academic IELTS 6.0](#) (with a minimum of 5.0 for each skill).
- [TOEFL 550](#) (paper based), 213 (computer-based) and 80 (internet based). Original test results must be sent directly from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- Cambridge ESOL score FCE-C (169, or higher).
- [TOEIC](#) 670 (Listening and Reading) **and** 290 (Speaking and Writing).

[View the comparison](#) between the different scores.

Please note: If you do not have the appropriate level, it is possible to enrol in our [English Preparatory Language Course](#).

Course Specific Requirements

Motivation letter

Once you have successfully registered via Studielink and it has been confirmed that you meet the admission requirements, you will be asked to compose a Motivation letter in English talking about why you would like to enroll in the 3-Year Fast Track programme.

This Motivation letter has to be submitted digitally and should contain a maximum of 300-500 words. The letter should cover the following points:

- Shortly introduce yourself
- Describe your current or previous study

- Explain how you have researched your choice of study
- Explain why you want to study Creative Business
- Explain why you want to join the Fast Track Program instead of the regular program.
- Explain your goals and/or career objectives

About the course

The course in Creative Business teaches you how to think and work from a cross-media perspective. You will be trained as a specialist in these areas over the course of the three-year programme. The course is more intensive than its four-year counterpart, including more in-depth study, and you will also acquire a large part of the theoretical knowledge through self-study.

First Year

Introduction to the industry

As you start your course, you will discover exactly what the profession of media and entertainment manager entails, exploring various multimedia methods and tools. You will delve into subjects such as new media, mass communications, creating programmes, media law, trends in the media and the role of the media in our culture. Management, Consumer Psychology, Marketing, Ethics, Organisational Theory and Business Economics, are some of the subjects teaching you all about the practical side of the field by creating your own media productions.

Second Year

More in-depth study

In your second year, you will develop more focused and detailed knowledge, building on what you have learned so far. Explore the financial side of the industry, organise a media production and discover the fundamentals – and more – of experience marketing, concept development, storytelling and brand management. You and your fellow students will create a mock production, which you will see all the way through from concept to end product.

Third Year

Internship and final-year thesis

You will participate in an internship at a media company in the Netherlands or elsewhere and specialise by taking a minor.

Specialisation

Creative Business covers a wide range of relevant and interesting topics. In your final year, you will have the option to specialise by taking a number of minors: these are electives in which you focus on a specific subject or expand your knowledge by taking an additional subject. This allows you to truly take charge of your education by ‘customising’ your course.

You can take these minors at the Leeuwarden branch or at the NHL Stenden campus in Bali or in Thailand (we call this the Grand Tour). You can also choose from various minors offered by other courses – this is all part of broadening your academic skills.

Creative Business minors:

Music Management

You specialize in all aspects of music exploitation and learn what it’s like to earn a living working in the music industry.

Intrapreneurship

During this minor, you gain practical experiences which help you strengthen your professional attitude and be entrepreneurial within an organisation (network).

Digital Marketing Strategy (Thailand)

In this minor, you will learn how to develop a solid digital marketing strategy. You will be able to further strengthen your creative skills and develop new hands-on technical skills. The minor is offered at our campus in Bangkok (Thailand), one of the creative hotspots in the world, in a region where two-thirds of the world population lives. Next to gaining academic knowledge, you will also be able to improve your intercultural and language skills.