



marketing department of a large company. Your main task is to plan and implement articles and formats in the various media. For example, you research topics, write your own articles or review and edit text contributions from authors and journalists.

### **Description**

The UUT's degree programs in Communication and Public Relations provides you with all the specific and methodological skills you need for your career. This also includes comprehensive business know-how. You will learn what is important in using different media channels and digital editorial management systems. New topics such as social media and mobile marketing will prepare you for the digital transformation. Moreover, the Communication & PR dual study program focuses on professional text formulation and development - and thus also on storytelling

### **Specific competences:**

You are a born networker, word acrobat and lateral thinker. You feel ready to take flight in a creative sector. With your PR & Communication dual study program at UUT, we specifically prepare you for an incredibly versatile professional field. Once you have succeeded, you will be able to formulate messages clearly and know how to disseminate them in a target group-oriented and cross-media manner. You can realize your potential as a communications expert in companies, advertising and marketing agencies or public administrations. Just the way you like it.

### **Quality and competences:**

In addition, you will gain a thorough understanding of media production and deepen your knowledge in the fields of media law and media psychology. Already during your PR studies you can deepen your knowledge in the fields of corporate and marketing communication. You will also learn about professional practice during your double degree course: through case studies, practical projects and, of course, by working with your practical partner.