



Amsterdam University
of Applied Sciences

INTERNATIONAL MINOR PROGRAMME DIGITAL MEDIA STRATEGIES

FALL SEMESTER



CREATING TOMORROW

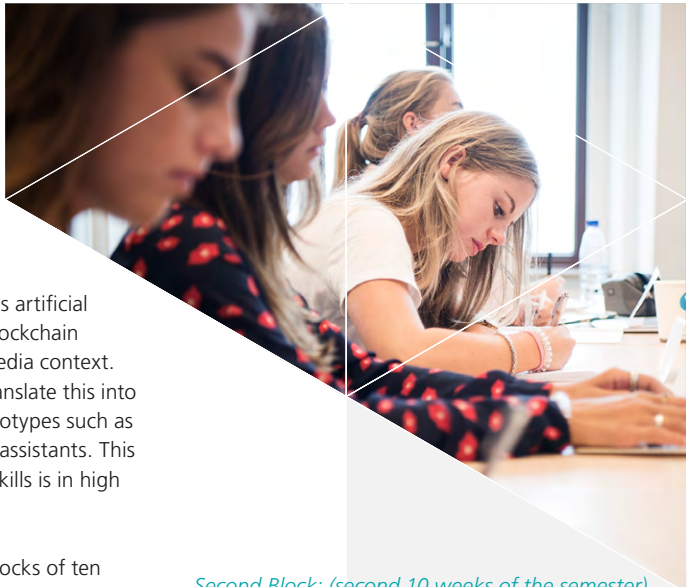
INTERNATIONAL MINOR PROGRAMME DIGITAL MEDIA STRATEGIES

ARE YOU INTERESTED IN DIGITAL MEDIA,
MARKETING AND CONTENT CREATION?
ARE YOU AN INDEPENDENT TEAMPLAYER?
DO YOU HAVE AN ANALYTICAL MIND
AND AN OPEN ATTITUDE?
ARE YOU EXCITED ABOUT NEW
TECHNOLOGIES AND INNOVATION?
PERHAPS THE INTERNATIONAL MINOR
DIGITAL MEDIA STRATEGIES IS YOUR BEST
CHOICE!

“A MINOR PROGRAMME WITH A
POWERFUL MIX OF DIGITAL MEDIA,
INNOVATION, CONSULTANCY, STRATEGIC
MARKETING AND DIGITAL CONTENT
CREATION.”

In this minor programme, you learn about the digital media field, how to reach and retain target audiences to brands, to assess the impact of trends and technological developments, to optimise customer journeys and to set up substantiated strategic advice.





We discuss topical themes such as artificial intelligence, machine learning, blockchain and the smart use of data in a media context. Additionally, you learn how to translate this into realistic and validated digital prototypes such as apps, videos, chatbots and voice assistants. This combination of knowledge and skills is in high demand by employers.

The minor is composed of two blocks of ten weeks. In each block, we work together with international project partners such as Booking.com. The projects (6 EC) are supported by a number of modules (3 EC each) focusing on strategy, online marketing and content creation.

COURSES

In total you can earn 30 EC for the minor.

First block (first 10 weeks of the semester)

Project Digital Strategy 1

- 6 EC - ADVISORY REPORT, PROTOTYPES AND PITCH

Design a conversational experience for an international media company.

Strategy Development

- 3 EC - WRITTEN EXAM

What is strategy. How does a media company make a successful transition to the digital age.

Social Media Marketing

- 3 EC - WRITTEN EXAM

Learn how to implement a social media strategy for big international companies.

MICWatching Content

- 3 EC - PORTFOLIO

Make different types of content about a subject of your choice within the field of digital media.

Second Block: (second 10 weeks of the semester)

Project Digital strategy 2

- 6 EC - ADVISORY REPORT, PROTOTYPES AND PITCH

Design a future scenario for Booking.com based on emerging technologies.

Media Analytics

- 3 EC - DIGITAL EXAM

What data can be gathered by Google Analytics. Learn how to analyze that data.

Digital Marketing Strategy

- 3 EC - WRITTEN EXAM

How to develop an omnichannel digital media strategy.

MICWatching Design

- 3 EC - PORTFOLIO

Write a white paper about a subject of your choice within the field of persuasive design.



The Benno Premselshuis is a monumental building, in which the Department of Communication and the Department of Creative Business are housed.

MORE INFORMATION ABOUT THIS MINOR PROGRAMME CAN BE OBTAINED FROM:

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