Master's Degree Programme
CONTENT STRATEGY

Designing digital communications is an essential task in every organisation. On the degree programme you will learn to systematically structure content so that it supports the organisation's goals, focuses on the needs of the users, and can be effectively employed by all those involved.

What you will study:

Content Design.
You learn how to create user-focused web content and conduct the necessary user research. You will also explore techniques developed for search engine optimisation (SEO) to identify users' needs.

Content Marketing.
Organisations need a strategy for their content on the web. You will therefore learn to develop and implement strategies for digital communication. The Content Marketing module shows you how to define corporate goals, identify the necessary resources and measure whether you've been successful. Identifying a theme, storytelling and building communities are important topics covered in this module.

Content operations.
You learn how to plan editorial workflows and work as a team to produce web publications. We also teach you the skills to create text, image, video and audio content and manage and publish web content efficiently and effectively. In the Enterprise Content Management module you will learn to model and structure corporate content so it is easy to maintain and reuse and best meets the needs of different target groups.

FACTS

Master of Arts in Social Sciences (MA)

Part-time

4 semesters / 120 ECTS

FH JOANNEUM Graz

Language of instruction: German / English

- 20 places per year
- Head of Degree Programme: **Mag. Dr. Robert Gutounig**
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- www.fh-joanneum.at/cos

Did you know ...
... that our degree programme is a pioneer in its field? It is the first course of this kind in Europe and is extremely well networked with the content strategy and social media scene.

Organisation
The programme is designed to meet the needs of working people and is specially suitable for students who are responsible for corporate digital content in their jobs. The share of e-learning is very high, and classroom teaching takes place in four blocks per semester. Practical projects account for around one third of the curriculum.

"A content strategist is working with language, interfaces, systems, people, and the connections — and especially the disconnections — between them."

Jonathon Colman

Career prospects
Our graduates work in the communications departments of businesses, as consultants in agencies and in media houses. They plan and organise corporate communications on the web and other platforms. Content strategists are responsible for the preparation, publication and management of high quality content of benefit to users.

CURRICULUM: 120 ECTS (30 ECTS per semester)

1st semester	LV-Typ	SWS	ECTS
Kickoff Workshop: What is Content Strategy?	ILV	2	2
Online Socialization	ILV	2	2
Stakeholder Analysis and Digital Strategy	ILV	2	2
Business Strategy for Digital Markets	ILV	2	2
Brand Values & Message Architecture	ILV	3	3
Content Audits	ILV	1	1
Digital Publication Platforms	ILV	2	2
Introduction to Content Management	ILV	2	2
Open Space & Portfolio 1	ILV	2	4
Workshop: Content Analyse	PT	2	10
		20	**30**

2nd semester	LV-Typ	SWS	ECTS
User Experience & Interaction Design	ILV	3	3
Qualitative social research		UE	1
Monitoring & Web Analytics	ILV	2	2
Quantitative social research		ILV	2
Writing, Editing & Curating	ILV	2	2
Cross-platform Storytelling	ILV	2	2
Developing Content for Complex Digital Environments	ILV	2	2
Information Architecture	ILV	2	2
Open Space & Portfolio 2	ILV	2	4
Workshop: Design Research	PT	2	10
		20	**30**

3rd semester	LV-Typ	SWS	ECTS
Editorial and topic planning	ILV	2	2
Strategic organizational communication	ILV	2	2
Domain Modelling & Content Types	ILV	2	2
Metadata & Taxonomies	ILV	2	2
Editorial Processes & Project Management	ILV	2	2
Data-driven Content Business	ILV	2	2
Open Space & Portfolio 3	ILV	2	4
Workshop: Strategic project definition	PT	2	10
Electives			
Content Design	ILV	2	4
Content Marketing	ILV	2	4
Management of Enterprise Content and Content Operations	ILV	2	4
		18	**30**

4th semester	LV-Typ	SWS	ECTS
Change Management & Internal Communication	ILV	2	2
Data Security, Media Law & Media Ethics	ILV	2	2
Open Space & Portfolio 4	ILV	2	4
Master's Thesis and Final Exam	MA	0	20
Master's Seminar	SE	0,5	2
		6,5	**30**

ILV = Integrated course, PT = Project, SE = Seminar, UE = Tutorial, SWS = Hours per week, ECTS = European Credit Transfer and Accumulation System