



2025 - 2026

Master Media Innovation | Executive Master



1 year, 60 ECTS



Before 15 August



Master of Arts



Group size:
appr. 10-15 students
(20% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

In close cooperation with international partners, this executive master's programme in Media Innovation has been developed especially for media industry professionals. It provides you with in-depth knowledge of digital media processes and bridges the gap between theory and practice in media studies. This programme is taught entirely online and is open to applicants worldwide.

BRING SOMETHING NEW INTO USE

- > This master's programme has been developed in collaboration with international media partners. Starting from everyday issues and with a focus on new trends and technologies, you will learn to recognise opportunities for media innovation and turn them into new and successful products.
- > The programme utilises problem-based thinking and consideration of emerging trends, technologies, and practical application of theory in order to produce media concepts that are innovative, future-orientated, and 'bring something new into use'.

WANT TO APPLY?

Applicants should ideally have:

- > a bachelor's degree in the field of: Business Administration, Media Studies, Communication Studies, Information Technology, or another media-related field
- > three to five years of relevant industry experience

Candidates without a media-related degree in the above-mentioned subjects, but who can demonstrate a clear interest in media or have equivalent professional experience are also encouraged to apply. Eligible candidates will be invited for an online interview.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Study innovation, design thinking, and cutting-edge media
- + Successfully blends theory and practical application
- + Offered exclusively online: can be joined from any country in the world

Media theory and concepts

Understand how media works, what innovation entails and be introduced to all kinds of (media) technologies to design a conceptual innovation for your graduation.

Research

Master the knowledge and skills necessary to work towards completing your graduation thesis, researching a media innovation topic of your choice.

Industry case

Together with an industry client, students work in groups to solve a real-world case.

Go to BUas.nl for detailed information on the renewed curriculum.

Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check BUas.nl/en/ddd



Examples of jobs after graduation

- > Product Owner
- > Innovation Lead
- > Creative Lead
- > Digital Marketer
- > Creative Consultant
- > Digital Strategist
- > Digital Brand Strategist

Executive and online mode

This programme is the first and only government-funded professional master's programme in Media Innovation in the Netherlands.

Please note: this programme is taught entirely online.

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to mastermediainnovation@buas.nl

Some of our industry partners:

SAMSUNG

vodafone 

KLM

UNITED

4DR studios

Banijay

It keeps you up to date with media and technology developments

"What I really like about the Executive Master Media Innovation is how it keeps you up to date with the latest media and technology developments, which is crucial for my job as a technical product marketer, where I am responsible for several media products. The programme allows me to directly apply this knowledge to my daily work. This synergy between academic learning and practical application is great for driving innovation and maintaining our competitive edge in the market."

Michiel

Executive master's student

