



2025-2026

Master Media Innovation



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Arts



Group size:
appr. 35 students
(50% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

Learn about the cutting edge of the media industry and how to come up with new groundbreaking concepts that are innovative and future-oriented. Based on cooperation with the media industry and with an international team of lecturers, the Master in Media Innovation will prepare you to lead the way in a world of jagged change and disruption.

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.

Candidates without a degree in the above-mentioned subjects, but who can demonstrate a clear interest in media, are also encouraged to apply. Eligible candidates will be invited for an 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
- + Industry-experienced lecturing team, cooperation with international partners
- + Successfully blends theory and practical application

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](https://www.buas.nl) for detailed information on the renewed curriculum.



Examples of jobs after graduation

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

Online executive mode

BUas also offers this master's programme in executive mode which is taught exclusively online.

Check [BUas.nl](https://www.buas.nl) for detailed information.

Some of our industry partners:

SAMSUNG

vodafone 









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](https://www.buas.nl/en/ddd)

Questions?

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

Being part of an impactful job

"I really see myself working at a tech company, it's an industry that has so much to offer. This master's programme helps me developing my tech skills. I am really passionate about management and production; I think I am good at it, and I also have an affinity towards marketing and branding. I just like getting things done, and I want to be part of an impactful, sustainable job as well, that's really important to me."

Roi

Master's student

