



2026-2027

Master Media Innovation | Executive Master



1 year, 60 ECTS



Before 15 August



Master of Arts



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



Study load:
40 hours per week



EEA tuition fee *
€2,695 (2026-2027)

* Please check BUas.nl
for detailed information

This master's degree in innovative media has been developed in collaboration with the industry and is offered entirely online, allowing you to attend from anywhere in the world. Learn to apply theory to practice to create future-proof digital media concepts, with a focus on everyday problems, new trends, and technologies. Discover how to identify media innovation opportunities and turn them into successful products.

BRING SOMETHING NEW INTO USE

- > This master's programme has been developed in collaboration with the international media industry. 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, 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
- + Work on applied innovative media research with academics and professionals

Research & Development

This module enhances master's level applied R&D skills, combining academic and industry insights to develop, test, and pitch media innovations. Students engage in real-world projects, use advanced R&D labs, and prepare for publication and graduation.

Media Theory & Technologies

This pathway introduces media theory and emerging technologies, guiding students through concept development, user research, prototyping, and testing – ending with a media concept proposal. No technical background is needed; deep-dive sessions support varied learning needs.

Business & Industry Case

A learning pathway that equips students with knowledge, tools, and practical insights in IP, strategy, innovation, entrepreneurship, and consumer behaviour – including hands-on experience with an industry client.

Graduation project

Writing a master's thesis on a theme of choice and developing your own innovative media concept and a prototype.

Go to **BUas.nl** for a complete curriculum overview.

Open Days | On Campus

- > 22 November 2025 | 11.00 - 14.00 hrs
- > 7 March 2026 | 11.00 - 14.00 hrs
- > 9 April 2026 | 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
- > Media Researcher

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 anything 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

