Master Media Innovation

Whether you have just graduated in media or already have experience in the field, the Master Media Innovation is the logical next step in your professional development. Join this master's programme and learn how to apply theory to practice to create future-proof digital media concepts.

1 year, 60 ECTS

APPLY

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

Master of Arts

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

Study load:
40 hours per week

EEA tuition fee *
€2,695 (2026-2027)

* Please check BUas.nl
for detailed information

BRING SOMETHING NEW INTO USE

> This master's programme has been developed in collaboration with the international media industry.
> By focusing on everyday problems, new trends and technologies, you will learn to identify opportunities for media innovation and turn them into successful products.
> Each year, students tackle a unique case for an industry client who helps define the brief, gives feedback, and assesses the final outcome. Previous clients have included Banijay, DPG Media, IBM, KLM, and Samsung.

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, 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**

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
+ Work on applied innovative media research with academics and professionals

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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

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

Check **BUas.nl** for detailed information.

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 | Ziggo

KLM

UNITED

4DR studios

Banijay

I hope to make a positive impact on society

"I'm diving deep into the use of Augmented Reality in cultural heritage. AR blends digital elements into real-world environments, think of Pokémon GO, but with historical depth! I'm fascinated by how this technology can help us explore history in new ways and tackle challenges across different industries. I hope to work on projects that use technology not just for entertainment, but to inspire, educate, and make a positive impact on society."

Joshua
Master's student

CREATING MEANINGFUL EXPERIENCES

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