Breda University of Applied Sciences

MASTER MEDIA INNOVATION



Whether you are a recent graduate or an experienced media professional, the Master Media Innovation is your next step. Develop future-proof digital media concepts – on campus, or fully online if you are already working in the field.

2027-2028

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 *
€2,771 (2027-2028)

* Please check BUas.nl for detailed information

In general

> This master's programme has been developed in collaboration with the international media industry.
> By focusing on everyday problems, emerging trends and new technologies, you will learn to spot opportunities for media innovation and turn them into successful products.
> Each year, students work on 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.

Examples of jobs

> Product Owner
> Innovation Lead
> Creative Lead
> Digital Marketer
> Creative Consultant
> Digital Strategist
> Digital Brand Strategist
> Media Researcher

Two ways to study

On campus (regular)

> One year, full-time in Breda, 40 hours per week
> Group of approx. 35 students (50% international)
> Ideal if you want an immersive, on-site learning experience with direct access to our R&D labs

Online (executive)

> Fully online one-year programme for professionals
> Designed for professionals with three to five years of experience who want to combine work with study
> Check **BUas.nl** for the executive study load and duration

Curriculum overview

Research & Development

> Working in BUas' advanced R&D labs on real media innovation challenges with real clients
> Combining academic rigour with industry practice across diverse research themes, particularly through direct collaboration with the Professorship of Digital Media Concepts
> Developing, test and pitch your own innovation, ready for publication or graduation

Media Theory & Technologies

> Studying media theory and emerging technologies
> Developing concepts through user research, prototyping and testing, culminating in a media concept proposal
> No technical background required; deep-dive sessions support varied learning needs

Business & Industry Case

> Builds knowledge in intellectual property (IP), business strategy, innovation, entrepreneurship, and consumer behaviour
> Provides practical tools and real-world insights to apply these concepts effectively
> Offers hands-on experience through collaboration with an industry client

Graduation Project

Two components:
> Writing a master's thesis on a theme of choice
> Developing your own innovative media concept and a prototype

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

WHAT'S NEXT



Is this programme for you?

The Master Media Innovation welcomes applicants from diverse backgrounds in media-related fields.

Applicants should ideally have a bachelor's degree in:

> Business Administration
> Media Studies/Creative Business
> Communication Studies
> Information Technology

Not sure? Check the full admission requirements at **BUas.nl**.

BUas in short

> Over **60 years of applied education and research**, with 40,000+ graduates worldwide
> Master's degrees in **Logistics, Media, Games, Tourism, Leisure & Events, Imagineering**
> **International classroom** and teaching staff with strong industry connections
> **Personal, small-scale environment**, lecturers know you by name and are readily accessible
> **Green, safe, innovative campus**, a short walk from Breda city centre (the Netherlands)

Your next step?

Still exploring?
Read more at **BUas.nl**, join a webinar, visit our open day or chat with a student or staff member.

Ready to apply?
Check the application procedure and full admission requirements. Deadlines: EU/EEA before 15 August, non-EU before 1 June.

Questions?
Email: mastermediainnovation@buas.nl



Breda University
OF APPLIED SCIENCES