

## [ALLEMAGNE] – [Hochschule der Medien]

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<sup>1</sup> To update the agenda just click right on your mouse

## I. Your overall feeling after your semester abroad

*[Help : How was your experience abroad? If you could go back in time, would you go to this university and why ?]*

**GRADE : [a grade between 0 and 5] 4.5**

*=> 0 (I do not recommend this semester abroad to my best friend) – 5 (I totally recommend this semester to my best friend)*

*If I were to go back in time, I would have still chosen this destination after knowing everything that would happen! So, if you are interested in practising your German, traveling easily and cheaply around Europe, and are pursuing a career in creative industries, this is the place to be.*

*Stuttgart, in particular, is a great city if you like a rock & roll vibe, green areas, a central city close to all of Europe, football, and cars. Almost all of our teachers have worked with big German companies (Porsche, Bosch, Lidl, Mercedes-Benz, Hugo Boss, Deutsche Bank, etc) since Stuttgart has many of their headquarters, so I loved how all our inputs during classes were focused on real projects they did for these brands.*

## II. Before the travel

### A. Preparation

#### 1. Visa

*[Help : Do I need a visa ? If yes, what is the process ?]*

**European nationals: no need for a visa or any related bureaucracy.**

**Non-European (shengen) nationals:** we are fortunate because the HdM International office will request a **special permit** if you already have a titre de séjour that extends with a validity longer than your Erasmus stay (**if not**, you'll need to request a visa at the embassy in Paris and costs like 80 euros).

The International Office at HdM arranges your residence permit application (not a visa). They will contact you within a week regarding the outcome. If additional documents or clarifications are needed, HdM will handle them, so there's no need to worry. You'll need to provide standard documents (passport, acceptance letter, etc.) and proof of sufficient funds for your stay, as required by the German government—approximately €900 per month. For a 5-month stay (you can showcase your own, a family member or a friend's bank statements).

**All students:** you need to do the city registration at any Bürgerbüro, go early in the morning (around 5-6 am), since spots get filled up quickly and are given daily. Your buddy may help you out.

**Extra resources for foreigners/non-Europeans:**

[https://www.bamf.de/SharedDocs/Anlagen/EN/MigrationAufenthalt/flyer-rest-mobilitaet-srechte.pdf?\\_\\_blob=publicationFile&v=7](https://www.bamf.de/SharedDocs/Anlagen/EN/MigrationAufenthalt/flyer-rest-mobilitaet-srechte.pdf?__blob=publicationFile&v=7)

<https://www.bamf.de/EN/Themen/MigrationAufenthalt/ZuwandererDrittstaaten/MobilitaetEU/MobilitaetStudent/mobilitaet-student-node.html>

## 2. The flight

*[Help : what flight did you take (the company name, airport etc.) and when did you take your flight ticket]*

*I took trains for the aller-retour.*

*Aller: For 86 euros, you can take a 6-hour TGV trip from Montpellier—Strasbourg and a 1-hour ICE trip from Strasbourg—Stuttgart Hbf. I bought these tickets one month in advance, but you can buy them once you know the “welcome day” date, which is usually on their website (that is the day when all our buddies can pick us up and guide us to the dorms with a welcome pack).*

*Retour: I bought a 67 euros ticket to Strasbourg—Montpellier, since I used the Deutschland ticket to go from Stuttgart to Strasbourg.*

## 3. My luggage

*[Help : what to not forget in the luggage (what was useful and what you would like to have taken)]*

*I only took one 24kg suitcase since I knew I would be returning with stuff and did not want to carry back more than 2 suitcases. From March to mid-May, it's pretty cold (like November in Montpellier), but after that, it's pretty hot and warm. Stuttgart is a green and sunny city, and it only rained like 5 times, so bring more shorts/skirts, etc, and fewer boots, jeans, big jackets.*

*The dorms will give you a brand new mattress, pillow, and bedsheets, so bring your own if you feel fancy. For the first night, have your towel and toiletries. You can then buy anything you need at Kaufland (behind the dorms) or Tedi (5 minutes from the dorms).*

## 4. Bank account

*[Help : did you have to change bank? To respect some amount requirement on the bank account etc.]*

*I used BNP Paribas and I hated it. They rejected almost all the SEPA's I made (dorms, transport), which caused me some extra charges for penalties, and I was unable to use most ATMs (only Deutsche Bank's were allowed), so I had to always transfer money to my friends to have cash with me.*

*Instead, I used WISE, and it worked perfectly fine every time. There are some other online options like N26, but WISE was perfect since I already had it back in France, and it's amazing for traveling to other non-Euro countries, with better commissions than Revolut (according to my friends).*



*I would recommend a physical German bank : Commerz Bank, if you want a German IBAN (helpful to top up your student cards immediately), and you'll have your account quickly opened that same day.*

## 5. Insurance

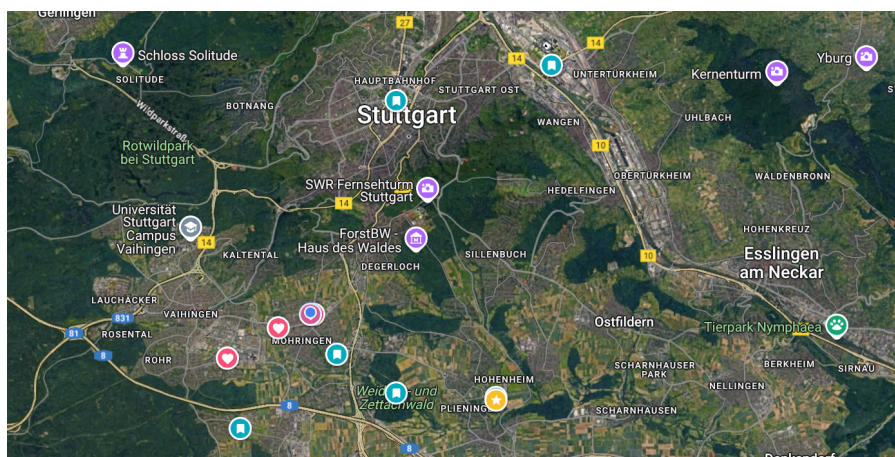
**[Help : What insurance did you subscribe to ?]**

*I used my ECHIC card associated with my Hyeme insurance. It's budget-friendly (around 49 for everything in both France and Germany: room, health, and school insurance).*

*Non-European (Schengen) nationals are either required to get it on their own, like I did, or HdM will offer the public German one for around 100 euros monthly (which covers a lot).*

## B. Housing

### 1. Where to live



Filderbahnplatz it's located in Möhringen, in Stuttgart-Vaihingen, which is a residential area, 20 minutes away from the airport, the center, and the university campus. I recommend all areas in Stuttgart since the transport network is very reliable, and we have a night bus service like the Amigo bus in Montpellier.

### 2. Find a flat or a room

**[Help : How did you find your flat? Do you have any recommendation]**

*HdM has only 2 residencies available for their exchange students: Filderbahnplatz and one in Esslingen. They arrange your application, you just need to sign the contract and pay.*

*Almost all HdM internationals will be placed at Filderbahnplatz, which is between the university and the city center. It's a first-come, first-served, so respond to the emails quickly if you want a dorm.*

*Living in Filderbahnplatz was a humbling experience with lots of absurd moments happening, but I deeply recommend living there as someone who does not like sharing apartments, since you will have all your peers living meters away from you, so doing work projects or just going out will be easier. Living in the dorms was so fun, and you will never feel alone.*



### 3. Cost

*[Help : How much should I plan for a room or a flat?]*

391 euros for a room. The deposit was 300 euros. You have to pay upfront in November 700 euros (a % of the first month + the deposit) within a week after receiving the room allocation, so estimate that charge. I would have loved to know that at least a few weeks before :D.

All the rooms cost the same for 2025, and the prices you see on the Studierendenwerke webpage are for German residents; as Erasmus, they charged us around 30 euros more.

## III. When I arrive at the university

### A. Inscription at the university

*[Help : How was the process, what did you have to do?]*

They have what they call “minors,” which are course packages that cannot be changed.

You apply to 2 minors (1 is your priority and the other one is a backup, so you’ll have to prepare quickly another contrat d’études **after** you get accepted, but do not worry about it, you will get the first option, this is just in case).

HdM does all the course registrations (exams, timetables, etc). So you do not have to worry about any administrative stuff.

### B. Information on the university

#### 1. Class

*[Help : for each class tell us how was the class, what did you like and not like, would you recommend it for the next student?]*

\*below\*

#### 2. Organization of the Class

*[Help : tell us the duration of the class, the volume of work, the behavior of teachers etc. ?]*

You have all sorts of classes (with breaks): 1,5 hour class, 4-hour class, even full-day classes, and sometimes on Saturday. I did not feel the classes to be as tiring as in MOMA since we do a lot of practical sessions. You do, though, have a lot of workload. Everything was feasible, but you do need a well-organized timetable in order not to forget anything; second changes are not given.

A Hochschule is based more on practical learning, not only theoretical. Teachers were focused on seeing if you understood the courses more on your results, though I would say that the way they grade students is the same as in France so you have to work hard for good or even mid grades.

Something I did not like was how we were set apart from the German students in terms of group projects and how some teachers have had negative Erasmus students before so they tend to separate the whole classroom which is something I do not agree with nor seen MOMA’s teachers doing with their Erasmus.

*This is how your timetable will look most of the time if you choose this minor:*

>> ☒ Mit Datum < 12/04/2025 □ ● >

	Montag 07.04.2025	Dienstag 08.04.2025	Mittwoch 09.04.2025	Donnerstag 10.04.2025	Freitag 11.04.2025
8:00			128 Intro. to Onl. Marketing (337078a) 1. SM S. Rohrbach OM7-3, SM7-2, SMM 08:15-11:30		m002 Intro. to Onl. Marketing (337078a) S. Rohrbach OM7-3, SM7-2, SMM 11.04.2025 08:15-11:30
9:00					
10:00	s105 Multimedia Fundamentals (337087a) S. Graubner OM7-3, SM7-2, SMM 10:00-11:30				
11:00					
12:00	i236, i120, i110, i108 Media Product. (337087b) Gr. 2a S. Graubner OM7-3, SM7-2, SMM 11:45-13:15		s003 Multim. Storytelling (337074a) K. Vidackovic OM7-1, SM7-1, SMM 11:45-13:15		
13:00					
14:00			m034 German Language Course A2.1 (822453a) V. Stoeck ABP, ADV, APP, DDC, Deutsch, EFM, GD, IPO, JCM, MCM, PPT- 2, PT7-4-Wahl, SMM, STO, Sprachangebot 14:15-17:30	m002 Digital Transformation (337095c) J. Langenhagen OM7-4, SMM 14:15-15:45	
15:00					
16:00				m002 Strategic Mkt. (337095a) J. Langenhagen OM7-4, SMM 16:00-17:30	
17:00					

### 3. List of courses and recommendation

*[Help : list your different courses and let us know what do you think : level (easier, same or harder than the 1<sup>st</sup> semester course at MOMA, what you liked about the content, how is the class organization, who is the professor). Finally, for each class, tell us if you recommend the course.]*

If you want to work in creative industries, you'll like this university. You will get mixed with filmmakers, musicians, designers, animators, engineers, publicists, game developers, etc, from all over the world. HdM is extremely different from MOMA, and I was the only student who had a full managerial profile, so you will learn A LOT from the other students, who are creative and have an opposite life vision from the students at MOMA.

My minor was **Social Media & Marketing Management**, for the German students it is called Online-Medien-Management. The minors cannot be changed or mixed; you choose the "full package":

- **Introduction to International Business (3 ECTS):** This course was really interesting and short; we had only 4 classes where we talked about several business cases in different industries (luxury, entertainment, automobile, etc). We had to do a paper on an international business case and do a group presentation on a different one. This class was similar to the L3 Management class at MOMA (not in content, but way of teaching/assignments). I liked this course and if you work hard, you will get a good grade.
- **Online Marketing 1 (5 ECTS):** I liked this class because I learned about marketing from another perspective and on a deeper level. The course followed all 6 marketing books from Kotler, which we had a midterm on. Then we had some "World Cafés", where we had practical sessions and an individual final reflection paper on them. The teacher was really nice and involved with each one of us.

- **Multimedia Storytelling (5 ECTS):** If you like cinema and series, you will like this course. We learned about all the storytelling narratives (from ancient Greece to modern days) and concepts through several individual graded activities, and our teacher showcased to us some of his marketing work with Mercedes-Benz and gave us more career tips. At the end, we created from 0 a complete storytelling-based marketing campaign pitch for a fictional brand, which has to be almost perfect if you want a good grade. I felt the course to be heavy on content so you need a good previous general culture knowledge or be interested in media to enjoy this course because of the weekly exercises that can take hours to do.
- **Media Production (5 ECTS):** One of my favorites, most rewarding, but difficult classes I have ever had in my life! Throughout the semester, we did 2 cinematic productions (one small and one big). The teacher (who is a German voice actor and has his own production company) taught us about camera, lighting, cinematography, editing, production, you name it. We then had technical classes where we used the equipment to prepare ourselves for our projects (based on our chosen roles). For my project, we decided to search for actors, locations, etc. You will also need to manage all the legal aspects (copyrights, city permits, contracts, insurance). I would say it is similar to our association projects in L2, but more fun and creative. All projects will then be projected in the cinema.
- **Strategic Management (5 ECTS):** This class was the most similar to MOMA. We had 2 modules taught by the same professor:
  - **Strategic Management (3 ECTS):** Almost the entire course was a business game, and in groups, we had to submit for each period a report on our strategic answers each week. We then had to do a final presentation and an individual paper on the case. I would not call it difficult since MOMA gave us a great base on accounting, but it was difficult being in a group where I was the only one knowing how to use Excel/or do some accounting. The course was not mindblowing and the business game was way more complex than the one we did at MOMA, but still, if you work hard, you can get a good grade.
  - **Digital Transformation (2 ECTS):** For this class, we only did a digital transformation analysis on a company. It was quite interesting and a new subject to me.
- **Social Media strategy (5 ECTS):** We only had 4 classes, one each month, on Saturdays, since the teacher travelled from Berlin. The only evaluation was a final pitch presentation; if you have good communication skills, good marketing knowledge and know how to debate and defend your point of view, you'll get a good grade. The teacher was strict during the evaluation but nice and involved with each one of us during the whole semester, and he went beyond and gave us career tips since he has been working for over 20 years in the marketing sector for well-known German Brands and has his marketing consulting firm in Berlin. The course is what you expect to see: strategies for digital media put into practice.



- **German language course (2 ECTS):** One of the reasons I chose this destination was for the **compulsory** German course, since I wanted to practice my German! You can do a level exam, and the courses go from A.1.1 to C1 levels. The courses were hard at first for me, and you have to work a lot on your own, though the teacher was nice and taught us a lot about German Culture. We had one midterm, one oral presentation, and a final exam, which will vary depending on your level. I am really satisfied with it since classes in Montpellier cost 400 euros and I was able to advance 2 CEFR levels in German during this semester!

#### 4. Exam

*[Help : How was the exam? Format? Duration? Grade ]*

*For some classes, you have a project to give in, for others, several papers, some orals/presentations, and others mid-terms or final exams. They vary a lot from class to class. I would compare all the exams to the L3 HRM or L2 Management exams; either you understand the concepts or you don't. So if you study well, you'll get a good grade.*

*German grades go from 1 (20 marks) to usually 5 or lower (direct fail). The grading concept is similar to France's, 1-1.3 is "perfection and unachievable", and 3.7 is not well seen.*

German Grade	1	1.3	1.7	2	2.3	2.7	3	3.3	3.7	4
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*For some classes, you'll get a 0% to a 100% grade, so depending on your percentage, the teacher will roughly translate it to a German and final grade.*

## When I live there

### C. Safety

*[Help : Is it safe? Is there areas or times I should avoid]*

*Yes, I never felt in danger or was ever robbed. Like every big city, just don't lose your stuff or leave it anywhere. If you are with friends even late at night, nothing will happen to you, nor will you have any weird encounter. Be mindful with your jackets/purses, never leave them alone/hanging in restaurants or bars, you will get them stolen. The university, though, is pretty safe; nobody will touch your stuff.*

### D. Phone and Internet

*[Help : How to be able to call and have internet]*

*Internet: 9,9 euros monthly (Selfnet). Subscription is paid 2 times: a 3-month charge during the first month and a 3-month charge in the middle of the semester. The internet is meh, and do not expect a fast connection.*

*You'll have to buy a WLAN cable (Action has for 3 euros) and a modem (I got it from Vinted for 10 euros). If you're lucky, you may have it in your room/your roommates might share it.*

*Phone: prepare a good phone plan that offers good data for cheap in Germany, you'll need it when traveling throughout the country. I don't see the need to buy a German number if you have a good plan in France.*

## E. Events

[Help : How to know about the events?]

You'll have 2 big student associations that offer many events. HdM will share ALL the WhatsApp groups/info chats (including for the dorms in Filderbahnplatz) with you before the start of the semester:

**ESN events:** <https://tickets.esn-germany.de/esnstuttgart/>

**AEGEE Stuttgart events:** <https://linktr.ee/aegeestuttgart>

### Events recommendations:

- We had the chance to go and see **Eurovision 2025** in Basel.
- **UEFA Champions, Nations, and Bundesliga:** Germany is your destination if you love football. We went and saw the Champions League final in Munich and a match between Spain and France in Stuttgart. Check out tickets for football matches like 2 months in advance and go to any public match viewing; we saw VfB Stuttgart win the DFB-Pokal after 35 years!
- **Frühlingsfest:** The biggest beer/spring festival in the world, born in Stuttgart, and considered more authentic (and less touristic) by Germans than the Oktoberfest in Munich. Free entrance to the festival, but around 2-15 euros for the tents (depends on how fancy the ambiance is/invited artists). Buy all the tickets you can in advance (ESN will reserve several tables and you can resell them to anyone) or ask at the entrance. You need to bring cash.
- **Concerts:** this year, many artists like Ed Sheeran were going to Stuttgart and Dua Lipa to Munich (just 2 hours away), and there was even the Lollapalooza in Berlin, so check around 7 months in advance for concerts in Germany.
- **Stuttgart International Festival of Animated Film (ITFS):** You'll see many public free projections and conferences.
- Any **ESN event:** wine tasting, city tours, Stammtisch, etc.
- **Museums:** Porsche, Mercedes-Benz, history-related, etc.

## F. Sports

[Help : What sport can I do ? and how?]

HdM does not offer any sporting activities. However, at the start of the semester, we receive information about the sports offer from the University of Stuttgart. You need to pay a small fee that may vary depending on the sport. The offer is very extensive, so inform yourself on their website or wait for the welcome day.

There are also gyms nearby for approximately 30 euros monthly.

Stuttgart is a green city, so for outdoor activities, you can go to Riedsee (next to the dorms), the Rosensteinpark, or the Rotwildpark to see wild animals/do some running.

## G. Eating

[Help : Any recommendation? Or good tips (e.g. an international house buffet)]

*University Cafeteria/Mensa: The system is the same as the izly. You pay with your student card, which can only be topped up with a German bank account on the machines or with any other card at the checkout. Breakfast (bretzel, croissant, etc) is around 2-3 euros, and lunch can go around 4-7 euros (at the mensa, price is based on weight). I always had lunch/breakfast prepared at home, and my friends did the same; HdM has microwaves everywhere.*

*Outside: This region is recognized as the best in Germany for patisseries and food, and it shows. I would recommend discovering as many bars, cafeterias, and bakeries as possible...and to always have cash with you!*

## H. Go to the university : bus, car, bike

**[Help : How did you get access to the bus, car or bike]**

*Germany has U-bahn (metro) and S-bahn (like franciliens RERs). You have two options to go to uni from Möhringen, so if the S-bahn towards Universität (you can take the 1 to Kirchheim, 2 to Schorndorf and 3 to Backnang) is cancelled, take bus 82 Waldeck.*



**D-Ticket JugendBW:** Germany launched a ticket that comprises **ALL public regional transports in the country** (Berlin, Stuttgart, Munich, you name it), including RE, RB, S-Bahnen, Straßen-/Stadtbahnen/U-bahn and Bussen for **39,42 euros per month**. The ticket is **not** valid for high-speed trains: ICE, EC, IC, Flixbahn, TGV. This is the best way to travel throughout almost all of Germany and the countries nearby at an inexpensive rate.

For July and August, the SNCF and DB decided to include all regional trains between the Paris - Grand Est Region - Stuttgart in the ticket, so you can go without extra charge with that same D-Ticket to Paris, Nancy, Strasbourg, etc!

*P.S.: Wait until you arrive in Stuttgart to get the ticket, your buddy will help you. If you are having visits, get them the D-ticket on their phone with the Ticket+ app (don't waste your time at DB or their website).*

## Travels

**[Help : What do you recommend and what do you not recommend]**

**Must-dos:**

- **Munich & Berlin:** the most well-known German cities for a reason. Go to Berlin for the nightlife and history (visit a bunker via the official tours from Berliner



*Unterwelten which are legal), and to Munich for the beauty of the Bavarian region (the Englischer Garten, Eibsee, etc).*

- **Prague:** the most culturally historic city I have been to, a good mix between modern and antique history. A must-do.
- **Lake Constance, Lindau & Switzerland:** cross the German-Swiss border on foot and even go to Austria by boat/train.
- **Budapest:** go to the baths and enjoy the nightlife, such a cheap city.
- **Strasbourg** and surroundings.
- **Heidelberg:** One of the best spring/summer cities. Very picturesque.
- **Nuremberg:** History and obviously the Nuremberg trials room!
- **Tubingen:** a fairy tale city!

*Extra cities I would recommend for once in a lifetime at least: Ulm, Esslingen, Frankfurt, Cologne, Karlsruhe, Basel, Hamburg, Leipzig, Hannover, Nordlingen. Any other small city for a day-trip is also good, as well as lakes, etc.*

*We were able to visit all of Germany using only the D-ticket, so there is no reason not to do something!*

## I. Any other information you would have liked to know about

**[Help : What would I like to know if I could have gone back in time ]**

- Germans in Stuttgart, do not know that much English, so be prepared to practice the language ALL THE TIME. Also, all negative stereotypes I heard about Germans are real, so you will have to navigate through that.
- Taxes and fines:
  - Radio and TV tax (18 euros per WG, so 18 euros/6 people).
  - Had some Erasmus friends who watched sports on illegal websites and received fines last semester, so avoid that and make sure that your subscriptions are legal and available in Germany.
- The 700 euros that have to be paid in a week to reserve the dorm room.
- German teachers are chill and do not care about hierarchy. So courses are more personalized. There is no pressure on being perfect, but more on learning and understanding the main goals.
- Buy your tickets for any event you want to go to ASAP. Stuttgart, as the capital of the region, receives many students from other nearby cities like Heidelberg, Konstanz, Ulm, Tübingen, Karlsruhe, etc, so there is a lot of demand for big in-city events.
- If you want an internship in Germany (they have a lot in English), try to get one when you finish classes at the end of June or before the Erasmus since classes start mid-march.

## IV. After your semester abroad

### A. What are you planning to do?

**[Help : What do you want to do next year ]**

\*below\*

B. Did you apply for a master?

*[Help : in which master where you accepted]*

I chose to go to the IAE Aix-Marseille Master 1 in Management & MSc in Marketing & Brand Management.

*[remember to fill in the excel : [https://lnkd.in/eUt\\_xB54](https://lnkd.in/eUt_xB54) ]*



*Strasbourg*



*Tubingen*



*Bodensee / Switzerland*

**WWW.MONTPELLIER-MANAGEMENT.FR**

MONTPELLIER MANAGEMENT - Espace Richter - Rue Vendémiaire - Bât. B - CS 19519 - 34960 MONTPELLIER Cedex 2 - Tél. : 04 34 43 20 00



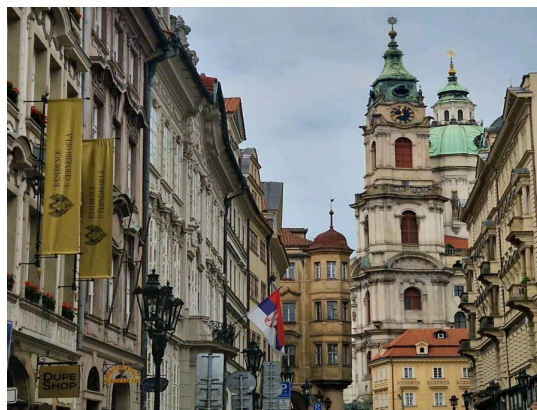








*Frühlingsfest*



*Prague and Budapest*

**WWW.MONTPELLIER-MANAGEMENT.FR**

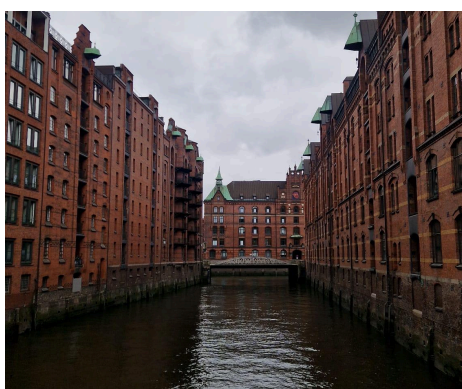
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*Champions + Munich*



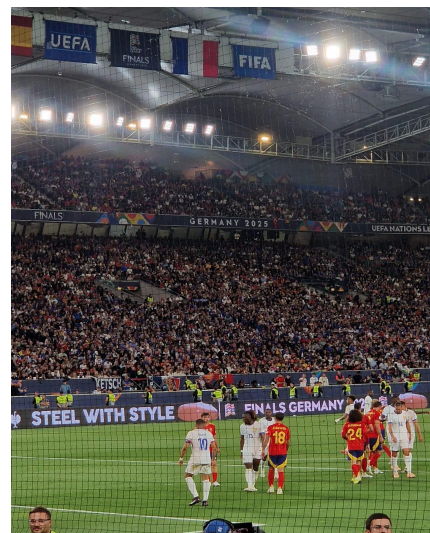
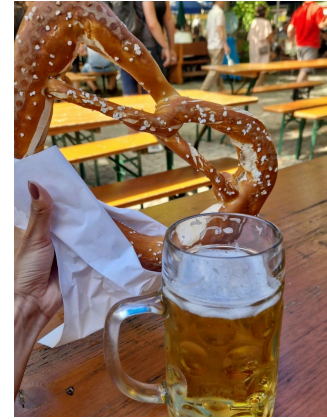
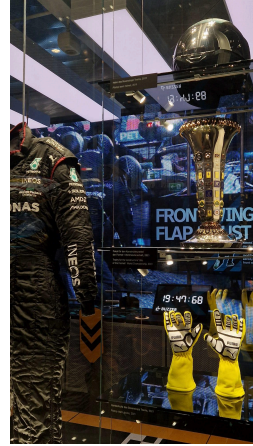
*Hamburg*



*Heidelberg*







Stuttgart

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