



MEDIAMATICS VET

Mediamatics specialists work at the interface of marketing, admin and ICT. They are highly skilled in the production and use of multimedia. Their work tends to be very varied. They develop marketing and communications measures, manage social media channels, organize events, produce photos and videos, create and edit websites, put together advertising materials such as flyers and brochures, and manage their own simple projects.



Marketing and
communication



Multimedia



Design and
layouts



Administration
and ICT



Project
management

Education and training

Course duration

4 years

VET school

Kaufmännisches Bildungszentrum Zug (KBZ)

School days

2 days per week on average

Inter-company industry courses

Block course in 1st semester, 2 other courses of 5-6 days each in subsequent semesters

Federal Vocational Baccalaureate

Possible during or after the apprenticeship

Requirements

- Secondary school completed (upper grade, level A)
- Good to very good German language skills
- Interest in new technologies and communication tools
- Enjoys dealing with people
- Creative and organizational skills
- Networked thinking
- Independent, structured worker

Future prospects

Mediamatics specialists are in great demand. They play a key role in digitally transforming companies and, due to their broad range of education and training, they are employed in a variety of sectors and companies. They also have access to many further development options in different areas.



Find out more about
the apprenticeship online

bildxzug - a host company offering many options

- Optional mediamatics support program
- In-house seminars, workshops and coaching
- Attractive placements & support from skilled, experienced personnel
- Long-term career opportunities via partner network

*bildxzug apprentices can do their placements in up to three different companies of different sizes and different sectors.