



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law

Department of Business and Economics



Master

**International Marketing
Management**

International Marketing Management

The Master in International Marketing Management at the Berlin School of Economics and Law (BSEL) is designed for graduates from Germany and abroad who have completed a career-oriented first degree (usually a Bachelor or Diploma) and would like to study for a post-graduate degree in an international group of students.

The programme prepares students for positions as marketing and management specialists or executive managers in companies active in the international arena. This objective is supported by the programme's strong international and intercultural focus. In the public administration sector, the Master degree is recognised as a qualification allowing the holder to apply for posts in the senior civil service.

Courses are predominately structured as interactive seminars and taught in English. The small group size facilitates direct dialogue and close contact between the students and the academic staff, enabling intensive work on case studies and fruitful and wide-ranging discussions.



Berlin School of Economics and Law



The Berlin School of Economics and Law (BSEL) is one of the largest Universities of Applied Sciences in the city. It has an academic staff of 190 professors and approximately 770 lecturers, plus nearly 240 research and administrative personnel, committed to realising about 50 study programmes.

The BSEL portfolio provides a wide range of professional qualifications. The University forms an academic centre specialised in business and administration skills for the public and private sector, as well as public security, the law and engineering. The majority of programmes lead to a Bachelor or Master degree, have been quality controlled and are accredited by a German agency.

The BSEL offers a pleasant, modern atmosphere that is ideal for studying. The programmes comprise small class courses where each student has a chance to interact with the department and their peers. The campus offers well equipped seminar and lecture rooms, an extensive library and several fully equipped computer rooms.

With numerous networking activities, excellent corporate contacts and a close relationship with 130 partner universities worldwide, we guarantee that student life is enhanced by applied expertise and an international approach.

Key facts

Programme

Full-time

Duration

3 semesters (for applicants with 210 credit points)

4 semesters (for applicants with 180 credit points)

Start

1 October each year (Winter Semester)

Structure

The Master programme is basically divided into three parts:

- 1st semester: Foundation Course
- 2nd semester: Specialisation
- 3rd semester: Master thesis (provided students do not have to take an additional work placement semester).

The modules that comprise the Foundation Course are worth a total of 30 credit points. During the foundation semester, students extend their knowledge in particular areas such as, for example, Strategic Marketing Management and Marketing Controlling or International Marketing and Sales Management.

The second semester modules – also worth 30 credit points – build on the Foundation Course to provide the specialised skills required for the challenges in the chosen career sector. In this semester, too, students take a number of mandatory modules (e. g. *Marketing Project* or *National and International Product and Innovation Management* or *Online Marketing* or *Brand Management* or *Dialogue Marketing & CRM*). The university will make a selection of modules which are binding in the second semester. The two semesters are accompanied by tutoring to provide further individual skills.

Where students do not take a work placement, the third semester is scheduled for completing the degree by submitting the master thesis and defending it in an oral exam. During the third semester, a research methodology seminar is provided to support the work on the master thesis. The third semester is worth a total of 30 credit points.

For students with an undergraduate degree worth only 180 credit points, the Master programme comprises four semesters in total since they are additionally required to take a work placement in the third semester. The master thesis is then presented in the fourth semester. An additional work placement semester is optional for those students who have an undergraduate degree worth already 210 credit points.

Language of instruction

English

MA degree

The Berlin School of Economics and Law (BSEL) awards successful students on this programme the internationally recognised *Master of Arts (M. A.)* degree. The Master degree is worth a total of 90 credit points.

Fee

There are no tuition fees on this programme as it is funded through public grants. Students are required to pay a semester fee. The semester fee includes a contribution to the Studentenwerk Berlin, the student representative body as well as the enrolment and administration fee and a semester season ticket for the local public transport systems. Details: www.hwr-berlin.de.

Admission

General requirements

- A first degree in a subject in the career field (usually a Bachelor or Diploma degree)
- Evidence of having completed undergraduate courses in Marketing worth at least 15 credit points
- Excellent English skills equivalent at least to B2 on the CEFR (Common European Framework of Reference)
- Letter of motivation and CV in English



Application

Application period:

- 15 April – 15 June for applicants with a degree from a German university
- 15 April – 30 May for applicants with a degree from a university abroad

Application forms

Details and application forms are available online at www.hwr-berlin.de.

Application procedure for graduates from universities outside Germany

Graduates from a university or college abroad are required to submit their applications directly to the »uni-assist« external processing service. Uni-assist then checks whether the applications from international students meet the requirements for the programme.

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Department of Business and Economics

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Location: www.hwr-berlin.de/campus