



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

Faculty 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) was founded on 1 April 2009 through the merger of the Berlin School of Economics (BSE) and the FHVR Berlin, a university of applied sciences for administration and law. The BSEL portfolio provides a wide range of professional qualifications. The new university forms an academic centre specialised in business and administration skills for the public and private sector, as well as public security, 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 faculty 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 working relationship with over 90 partner universities all over the world, the BSEL guarantees that everyday 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: Dissertation (providing 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. Advanced Marketing Research or Marketing Project) and select a focus from a range of electives (e.g. National and International Product and Innovation Management or International Distribution Logistics). 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 dissertation and defending it in an oral exam. During the third semester, a research methodology seminar is provided to support the work on the dissertation. 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 dissertation 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.

## Fees\*

There are no tuition fees on this Master programme. Students are required to pay a semester fee of € 246.68. The semester fee includes a contribution to the Studentenwerk Berlin and AstA as well as the enrolment and administration fee (€ 87.68) and a semester season ticket for the local transport system (€ 159.00).

\* as of April 2009

# Admission

## General requirements

- A first degree in a subject in the career field (usually a Bachelor or Diploma degree)
- Evidence of having completed three 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 in English

\* The B2 level corresponds to, for instance, a TOEFL test with a result of at least 483 to 533 points (paper based) or 87 to 109 points on the Internet test, or a score of 5.0 to 6.0 in the IELTS or a result of over 750 points on the TOEIC test (as of April 2009).



# Application

## Application period:

- 15 April – 15 June for applicants with a degree from a German university
- 15 April – 20 May for applicants with a degree from a university abroad

## Application forms

Details and application forms are available online at [www.hwr-berlin.de](http://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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# Contact

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## **Student counselling**

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## **Academic director**

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Location: [www.hwr-berlin.de/campus](http://www.hwr-berlin.de/campus)