

# How to apply

## Marketing Management

Degree	<b>Master of Arts (M.A.)</b>
Type of study	<b>Full-time study</b>
Standard period of study	<b>3 Semesters without internship, 4 Semester with internship</b>
Commencement of studies	<b>Winter semester (1 Oct)</b>
Credits (ECTS)	<b>90</b>
Language of instruction	<b>German / English</b>
Department / Central Institute	<b>Department of Business and Economics</b>

## How to apply with a German university degree

Please, apply online on our [HWR Berlin homepage](#) (platform only available in German)

AND

address your complete application (including the printed form and all relevant application documents) to:

HWR Berlin

Studienbüro 3 - Master Studiengänge

(name of degree programme you apply for)

Badensche Str. 52

10825 Berlin

## How to apply without a German university degree

Students with a Non-German Bachelor degree apply at uni-assist e. V.. It is a certification office founded to support German universities by converting foreign grades and degrees into their German equivalents. Once your application passes the uni-assist system check, it will be transferred to our university for further processing.

- [uni-assist](#)
- [Check if you are qualified to study in Germany](#)
- [Country-specific information on applying with an international university degree](#)

Please note that uni-assist charges a [processing fee](#) according to the number of universities you want to apply to.

Please register online and upload all the required documents.

**Uni Assist recommends that applicants apply at least six weeks before the deadline.**

## Admission requirements

- University degree (min. 180 ECTS) in Business or Economics (min. 180 ECTS)
  - A pass in Marketing (min. 15 ECTS)
  - German language skills: Level B2
  - English language skills on a high B2 level proved by a standardised test, e.g. TOEFL (iBT minimum score 83), IELTS (minimum score 6.0), TOEIC Four Skills (minimum score 1200), PTE Academic (minimum score 67), Cambridge English Scale (minimum score 170), Oxford Test of English (minimum score 126), UNlcert II
- If you have studied in the higher education system a minimum of two semesters entirely in English, this can be accepted as equivalent (please provide proof with your application). You do not need to provide further English certificates if you hold a GMAT.

## Evidence of German language skills

Very good knowledge of German, at least corresponding to level B2 of the Common European Reference Framework (CEFR) for languages recommended by the European Council (e.g. Deutsches Sprachdiplom Stufe 2 / TELC B2). This applies only to applicants whose native language is not German or who have not concluded Bachelor studies in German.

## Proof of English language proficiency

You need to present a standardised test to prove that your English is on a high B2 level of the CEFR (Common European Framework of References) or above. The required minimum score of the accepted English certificates are listed below. We accept certificates of up to five years old.

If you have studied in the higher education system a minimum of two semesters entirely in English, this can be accepted as equivalent (please provide proof with your application). You do not need to provide further English certificates if you hold a GMAT.

- TOEFL iBT - 83 points
- IELTS - 6.0 points
- TOEIC Four Skills - 1200 points
- PTE Academic - 67 points
- Cambridge English Scale - 170 points
- Oxford Test of English - 126 points
- UNlcert II

Please note: We cannot accept A-level /school leaving certificates or DAAD language certificates as English proficiency tests.

## Application documents for applicants with a German Bachelor Degree

Please, file your application documents in the following order:

1. **Online application cover sheet** with signature and **data summary sheets**
2. **University degree** (in case you haven't received your bachelor certificate until the application deadline has passed, please enclose a transcript of records and a letter from your university stating when you will receive the final certificate and stating your overall average grade from your studies so far)
3. **Transcript of Record** (please mark required relevant modules with grades and credit points)
4. GMAT if included in the specific requirements of the master programme
5. **Proof of English proficiency** (high B2 level). If you can prove that you have already studied at least one year in English you will not need to submit an English test. Also not needed in case you have a GMAT
6. **Motivation letter** (in English, not more than one page)
7. **Curriculum Vitae** (in English)

**Please do not send any original documents!**

Simple copies are sufficient.

### Application documents for applicants with a Non-German Bachelor Degree

To complete your application, please include:

1. **University degree** (in case you haven't received your bachelor certificate until the application deadline has passed, please enclose a transcript of records and a letter from your university stating when you will receive the final certificate and stating your overall average grade from your studies so far)
2. **Transcript of Record** (please mark required relevant modules with grades and credit points)
3. GMAT with a score of 600 or above only if included in the study specific requirements  
Mandatory only for applicants who made their first degree in a country which is not member of the EU / EEA and applying for International Business and Consulting or International Marketing Management (English)

Applicants for International Finance, Accounting and Controlling, Global Supply Chain and Operations Management and Marketing Management (German/English) can improve their range in the ranking by handing in a GMAT voluntarily

For all other programmes a GMAT only serves as English proof (see next bullet point)

We only accept GMAT documents of up to five years old. In case you do not have the result of your GMAT before the application deadline of 30 May, you need to send the registration for the test as provisional proof of your GMAT to uni-assist with your application. In these cases, the final result will need to be sent to us at HWR until 30 June. Otherwise your application cannot be considered.

4. **Proof of English proficiency** (high B2 level). If you can prove that you have already studied at least one year in

English you will not need to submit an English test. Also not needed in case you have a GMAT

5. **Motivation letter** (in English, not more than one page)
6. **Curriculum Vitae** (in English)
7. university entrance qualification / school-leaving certificate e.g. high school diploma, matura, international baccalaureate (simple copy, only for statistical reasons)

A photocopy of your passport and also a certificate of birth is not required for the application.

**Please note:**

- **Do not send any original documents!** Simple copies are sufficient.
  - Certificates not issued in German or English must be translated into German or English.
  - The (e-mail) address you have provided us with is the address we use in order to contact you. Please make sure you notify us of a change of address as soon as possible. A missed deadline that might emanate from a failure to do so is your responsibility.
  - HWR Berlin only processes applications that have been completed accurately and signed. The application can only be considered if Uni Assist receives all documents before the closing date and copies of all those certificates that are required are attached. We recommend to apply early, at least six weeks before the deadline expires. Applications that are sent by e-mail or fax will not be processed.
  - Chinese, Indian, Vietnamese and Mongolian Applicants need to submit an APS certificate (available at the Akademische Prüfstelle (APS) in the German Embassy in Beijing, New Delhi, Hanoi, Ulan Bator)
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