



International Marketing Management

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

Degree programme

Would you like to know what explains the success of tomorrow's internationally-convincing brands and companies, how to discover new trends and derive successful concepts from them? Perhaps you are asking yourself how to implement a strategic and operative marketing concept in order to position and establish a product or service on the international market?

The degree programme International Marketing Management provides answers to these and other questions; you will learn just how companies and customers are integrated in a complex environment and how workable solutions and ideas spring from an understanding of this ecosystem.

The Master's degree programme is aimed at holders of a first degree (Bachelor's or Diplom) from both Germany and abroad; a readiness to study in an international environment is also assumed. The intercultural orientation of the degree programme and the interactive teaching modules held in English provide optimal preparation for a career in international marketing management.

Professional field

Graduates of this programme are qualified to perform cross-sector specialist and management tasks in nationally and internationally-active companies. The degree also provides access to the higher levels of German public administration.

Information for prospective students

Student Counselling Services

- [Contact form](#)
- 26 January 2022
[Online info event](#)
- 09 February 2022
[Online info event](#)
- 23 February 2022
[Online info event](#)
- 02 March 2022
[Online info event](#)
- 09 March 2022
[Online info event](#)
- 16 March 2022
[Online info event](#)
- 23 March 2022
[Online info event](#)
- 30 March 2022
[Online info event](#)

Student advisory service

Department of Business and Economics

Heike Koch

Student Office

+49 30 30877-1396

Academic director

Department of Business and Economics

Prof. Dr. Ralf T. Kreutzer

Professor of Marketing

Degree structure

The degree programme consists of a foundation course taught in the first semester and a specialist stage in the second semester. Teaching will focus on working with case studies to practice the application of theoretical knowledge in a practical setting. The third semester is intended for the Master's thesis and the final examination.

Students who have gained less than 210 ECTS in their first degree must acquire the missing credits by completing an internship.

Course contents

In addition to a comprehensive Business Administration training, the degree teaches analysis, problem-solving and implementation skills. The interactive nature of all the individual modules taught in English enables students to hone their language skills and prepare for a career in an international context.

First semester

- Module 1: Strategic Marketing Management and Marketing Controlling
- Module 2: International Marketing and Sales Management
- Module 3: Current Issues in Marketing
- Module 4: Consumer and Corporate Buying Behaviour
- Tutorial Seminar I (General Skills)

Second semester

- Module 1: Online Marketing
- Module 2: Service Marketing (subject to changes)
- Module 3: Marketing Project
- Module 4: Project Management or an elective from the Master's pool
- Tutorial Seminar II (General Skills)
- Research methodology seminar

Third semester

Research methodology seminar

The Master's thesis

Final oral examination

Admission requirements

- Bachelor's or equivalent degree Business Studies,
- at least 210 credit points. Applicants with 180 credits will be required to obtain the additional 30 credits by completing a placement in the third semester (the programme will then last four semesters),
- 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
- Letter of motivation and Curriculum Vitae in English,
- evidence specifically of having completed undergraduate modules in Marketing totalling at least 15 ECTS (European Credit Transfer and



- Accumulation System),
- GMAT with a score of 600 or above (mandatory only for applicants who made their first degree in a country which is not member of the EU / EEA).

Application procedure and deadlines

- [How to apply for this programme](#)
- [FAQs: Applying for Master degree programmes at the Department of Business and Economics](#)

Applicants with a degree from a German university:

15.04.-15.06.

Please, apply through our [platform](#) (which for technical reasons is only available in German)

Applicants with a degree from an university abroad:

15.03.-15.05.

Students with a Non-German Bachelor degree apply at [uni-assist e. V.](#)

Accreditation

Programmakkreditiert durch den Akkreditierungsrat

Study plans and regulations

- [study plan](#)

All information on the offered modules and lectures can be found on the online campus management system [Campus4u](#).

All regulations, forms and documents can be found in your [faculty site](#).

Fees and grants

Tuition fees	None
Semesterfee	ca. € 300 per semester (incl. local transport semester ticket)
