

Marketing Management

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

Degree programme

Would you like to find out how companies gain a competitive edge by consistently focusing on customer centricity? If so, study marketing. Longterm success needs a convincing marketing strategy.

This consecutive Master's degree programme is based on a broad-based Economic training with a practice-led approach to Marketing Management. The course places a particular focus on the increasing digitalization of marketing and the significance of Brand Management. Further foci include the development and application of advanced market research skills.

Students of this course learn how to plan, manage and implement marketing measures. It assumes a Bachelor's (or Diplom) level understanding of the issues involved and proceeds systematically to build on them. The interactive teaching modules through which the course is taught create room for the independent development of creative solutions and presentational skills requisite to a career in marketing management. Half of the modules are taught in English.

Professional field

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

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

Teaching is provided through seminars and makes use of project work and case studies to practice the application of theoretical knowledge in a practical setting. The interactive nature of all the individual modules enables students to hone their presentation skills and prepare for a career in a specialist or management context.

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

First semester

- Module 1: Marketing Strategy – Planning and Control
- Module 2: Advanced Marketing Research
- Module 3: Digital Business
- Module 4: Brand Management
- Tutorial seminar I

Second semester

- Module 1: Marketing Project and Project Management
- Module 2: Marketing Analytics
- Module 3: Elective 1 (Current Issues in Marketing, Intercultural Marketing, Advanced Brand Management)
- Module 4: Business Economics or another elective from the Master's pool
- Tutorial seminar II

Third semester

- Research methodology seminar
- The Master's thesis
- Final oral examination

Admission requirements

- University degree (min. 180 ECTS) in Business or Economics (min. 180 ECTS)
- A pass in Marketing modules (min. 15 ECTS)
- German language skills: min. 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), UNICert II

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



Programme accredited by the Akkreditierungsrat

Internship semester

Students who acquire less than 210 European Credit Transfer System [ECTS] points in their basic course of studies must obtain the missing credit points by way of an integrated period of practical training, for which 30 ECTS points are available, at the end of the theoretical phase and before completion of studies. Students who have obtained 210 ECTS points in their basic course of studies and have already concluded a period of practical training can undertake a (further) period of practical training on a voluntary basis. Students who obtain no ECTS points during their basic course of studies (mostly non-EU applicants) need not complete a period of practical training.

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

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