



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## International Marketing Management

HWR Berlin (Berlin School of Economics and Law) • Berlin

### Overview

Degree	Master of Arts (MA)
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	English (100%)
Programme duration	3 semesters
Beginning	Winter semester
Application deadline	15 May (for applicants with a non-German Bachelor's degree) 15 June (for applicants with a German Bachelor's degree) The programme starts in October of the same year.
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	<p>The "International Marketing Management" Master's programme imparts a broad academic education in business administration and offers an international and applied approach to the subject. In-depth specialisation studies are offered in the programme (e.g. international marketing, intercultural consumer behaviour, empirical methods in marketing). The course prepares graduates to take up executive functions and adequate positions in internationally operating corporations.</p> <p>During the first semester, students attend core classes in international and strategic marketing management. In the second semester, students can select an area of specialisation from a pre-defined selection. In the third semester, students prepare their Master's thesis and take the final examination.</p> <p>Courses in "International Marketing Management" are taught in English.</p> <p>The individual courses are taught in the form of tutorials with a strong emphasis on case studies, giving students the opportunity to apply their acquired knowledge to practical issues.</p>

### Course Details

<b>Course organisation</b>	The three-semester post-graduate programme is divided into two semesters of theory and case studies, and a third semester dedicated to the Master's thesis and final examinations. Total credits after successful completion of the programme: 90 to 120 credits (120 credits with mandatory internship)
<b>A Diploma supplement will be issued</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"> <li>• International guest lecturers</li> <li>• Specialist literature in other languages</li> <li>• Training in intercultural skills</li> <li>• Projects with partners in Germany and abroad</li> <li>• International comparisons and thematic reference to the international context</li> </ul>
<b>Description of other international elements</b>	Selected students can participate in a triple degree programme with the ESC Rennes in France.
<b>Integrated internships</b>	For admission to the programme, 210 ECTS credit points are required. Applicants with 180 ECTS credit points will be required to obtain the additional 30 ECTS credit points by completing an internship in the third semester. The programme will then last four semesters.
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	None
<b>Semester contribution</b>	Approx. 300 EUR per semester
<b>Costs of living</b>	Between 800 and 1,000 EUR monthly: Student residence: 400 to 500 EUR Health insurance: approx. 100 to 150 EUR
<b>Funding opportunities within the university</b>	No

## Requirements / Registration

<b>Academic admission requirements</b>	<ul style="list-style-type: none"> <li>• Bachelor's or equivalent degree in Business Studies or a subject combined with Business Studies</li> <li>• at least 210 credit points (applicants with 180 European credit points will be required to obtain the additional 30 credit points by completing an internship in the third semester, the programme will then last four semesters)</li> </ul>
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- evidence specifically of having completed undergraduate courses in Marketing, totalling at least 15 credit points
- excellent English skills equivalent to at least a high B2 level of the CEFR
- letter of motivation in English
- CV in English
- GMAT with a score of 600 or above (This applies only to non-EU/non-EEA degrees. In this case, additional proof of English proficiency is not necessary.)

#### Language requirements

Applicants have to prove excellent knowledge of English equivalent to at least a high B2 level of the CEFR (Common European Framework of Reference for Languages):

- 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

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

#### Application deadline

15 May (for applicants with a non-German Bachelor's degree)  
15 June (for applicants with a German Bachelor's degree)  
The programme starts in October of the same year.

#### Submit application to

For applicants with a non-German degree:

uni-assist e.V.  
11507 Berlin  
Germany

## Services

#### Possibility of finding part-time employment

There are many job opportunities for students in Berlin. Non-EU students are permitted to work within specified limits.

#### Accommodation

The German National Association for Student Affairs ("Studierendenwerk") and other institutions currently offer 15,600 rooms in student halls of residence throughout Berlin. Due to waiting lists, it is advised to get in contact with the service early on.

You can also look online for shared flats, e.g. here: [www.wg-gesucht.de/en/](http://www.wg-gesucht.de/en/).

#### Support for international students and doctoral candidates

- Welcome event
- Buddy programme

# Contact

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🌐 Course website: <https://www.hwr-berlin.de/en/study/degree-programmes/detail/26-international-marketing-management/>

📘 <https://www.facebook.com/officialHWRBerlin>

🐦 [https://twitter.com/HWR\\_Berlin](https://twitter.com/HWR_Berlin)

📷 <https://www.instagram.com/officialhwrberlin/>

📺 <https://www.youtube.com/channel/UCI91CT5O62lr8JFI dozM7zw>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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