



Table of Contents

Master's degree	2
Marketing (MSc) • Hochschule Bonn-Rhein-Sieg • Sankt Augustin.....	2

Master's degree



Marketing (MSc)

Hochschule Bonn-Rhein-Sieg • Sankt Augustin

Overview

Degree	Master of Science in Marketing
Teaching language	<ul style="list-style-type: none">English
Languages	English
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	3 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	Please see our website for more information: https://www.h-brs.de/en/wiwi/study/master/marketing
Application deadline	Deadlines are published on our website: https://www.h-brs.de/en/masters-degree-programme-marketing-online-application
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	<p>The goal of the Master's programme is to give students a deeper understanding of marketing issues based on a sound marketing-related training. In particular, various technological developments and future trends in the development of markets are taken into account. This ensures that students are prepared for the market's future requirements and that graduates are highly attractive to potential employers. Classes are held at both the Rheinbach and Sankt Augustin campuses.</p> <p>An overview of the course topics:</p> <ul style="list-style-type: none">Marketing Process & StrategyDigitalisation of Business ModelsFuture Trends & Scenario TechniquesBusiness Model Generation

- Product/Innovation Management & Services
- Sales
- Promotion
- Pricing
- Market Research
- Data Management / Statistical Analytics
- Digital Consumer Behaviour
- Marketing Implementation / International Marketing
- Case Studies
- Business Communication & Negotiation

The integration of a semester abroad is not only possible but strongly supported. The faculty has many partner universities offering a wide array of courses.

Please see our website for more information or contact our programme coordinator.

Course Details

Course organisation	The programme consists of lectures, rolling seminars, practice elements, workshops, excursions, and small group discussions. The programme combines in-class learning with learning-by-doing elements.
A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • Language training provided • Projects with partners in Germany and abroad • Integrated/optional study abroad unit(s)
Integrated/optional study abroad unit(s)	Students can do a semester abroad in their third semester. A double degree option is available. For further information about our international offerings, please visit our website.
Course-specific, integrated German language courses	Yes
Course-specific, integrated English language courses	Yes

Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	<p>Students have to pay a semester contribution (currently around 300 EUR) to the Hochschule Bonn-Rhein-Sieg, which includes administrative costs, a student fee, and a ticket for the use of public transport in the area's network.</p> <p>See this website for more information: https://www.h-brs.de/en/d5/fees</p>

Funding opportunities within the university Yes

Description of the above-mentioned funding opportunities within the university <https://www.h-brs.de/en/scholarships-international-students>

Requirements / Registration

Academic admission requirements Please see this website for a detailed overview of all admission requirements:
<https://www.h-brs.de/en/masters-degree-programme-marketing-online-application>.

Language requirements Language proficiency proof must be on the minimum level of **B2** according to the Common European Framework of Reference for Languages, proven by one of following English language proficiency tests: TOEFL, IELTS, Cambridge CAE. Applicants with a school-leaving certificate or a Bachelor's degree in English are exempt from providing a proof of English language proficiency.

Application deadline Deadlines are published on our website:
<https://www.h-brs.de/en/masters-degree-programme-marketing-online-application>

Submit application to <https://www.h-brs.de/en/masters-degree-programme-marketing-online-application>

Services

Possibility of finding part-time employment Many companies near Sankt Augustin, Bonn, and Cologne offer student jobs. However, please be advised that student visas restrict the number of hours that a student may work in Germany. Please contact our International Office for more advice.

Accommodation Unlike in many other countries, German universities do not automatically provide their students with accommodation. Instead, students must make their own housing arrangements based on their own taste and requirements. There are a variety of different options in Bonn or near the campuses in Sankt Augustin and Rheinbach, ranging from dormitories to privately arranged flat shares.

Student accommodation is available both in Sankt Augustin and in the nearby city of Bonn. Waiting lists exist for some student accommodation facilities, but foreign students are given priority. Students are urged to apply as early as possible: <https://www.h-brs.de/en/accommodation-international-students>.

Career advisory service The language centre offers a variety of language courses. Although they are not part of the Master's programme, they can be taken as additional courses in your free time.

General services and support for international students and doctoral candidates The International Office is the central coordination point for international exchange and cooperation between our university and international partners. Its staff members are in charge of international partnerships and exchange programmes. In addition, they provide support to all

students, doctoral candidates and visiting scholars as well as university employees on all issues relating to a stay abroad: <https://www.h-brs.de/en/io>.

Contact

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🌐 Course website: <https://www.h-brs.de/de/wiwi/studienangebot/master/marketing>

📘 <https://www.facebook.com/hsbrs>

🐦 https://twitter.com/h_bonnrheinsieg

🌐 <https://de.linkedin.com/school/hochschule-bonn-rhein-sieg/>

📷 https://www.instagram.com/hs_bonnrheinsieg/

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

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German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
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GATE-Germany

Consortium for International Higher Education Marketing
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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