



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree

## 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>• German</li><li>• English</li></ul>
Languages	German (50%) English (50%)  Participants can choose to write their Master's thesis in either language.
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) Start of the programme 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	No
Description/content	<p>The Master's programme "Marketing Management" imparts a broad, business-administrative training with an applications-oriented alignment of the marketing management. In particular, the curriculum takes the increasing digitisation of the marketing sphere and the increased significance of brand management into account. Another thematic focus is the acquisition and application of advanced market-research insight. The Master's course of study is based on the know-how of previous Bachelor's studies, extending this know-how and providing an opportunity for the independent development of creative concepts as solutions to problems identified. The course develops the ability to analyse, to identify target-oriented operatives and strategic measures, and to implement these in new and diversified contexts. The continuously interactive organisation of the individual modules supports the articulation and presentation capabilities of all participants and integrates their wealth of experience and knowledge in the mastering of complex problems.</p> <p>Courses in "Marketing Management" are taught half in German and half in English. 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

Course organisation	<p>The course of studies embraces a basic study course in the first semester and an in-depth course in the second semester. The third semester is reserved for the Master's thesis and the final oral examination. If an internship is included, the course of studies is extended from three to four semesters.</p> <p>In terms of the methodical approach, the courses are characterised by seminar-oriented instruction. A main focus is on project work and work involving case studies. In this way the application and exploration of the knowledge acquired is trained in the context of problems arising in practice.</p>
A Diploma supplement will be issued	Yes
Integrated internships	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 a work placement in the third semester. The programme will then last four semesters.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

## Costs / Funding

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

## Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"><li>• Bachelor's or equivalent degree in Business Studies (or in a subject combined with Business Studies)</li><li>• at least 210 credit points (Applicants with 180 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><li>• evidence specifically of having completed undergraduate courses in Marketing, totalling at least 15 credit points</li><li>• excellent German language skills on a high B2 level (CEFR)</li></ul>
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- English language skills on a high B2 level
- letter of motivation in English
- CV in English
- By providing a GMAT score of 600 points or above, applicants can increase their chance of admission.

#### Language requirements

Applicants must provide proof of high level German and English skills.

They have to prove an excellent working knowledge of German on level B2 (CEFR) or higher (e.g., Test DaF 4x3, DSH 1, TELC B2). This does not apply for applicants who have completed their Bachelor's studies in German.

Also required is proof of excellent English skills equivalent to B2 level or higher:

- 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)  
Start of the programme 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/27-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/UCI91CT5O62lr8jFIdozM7zw>

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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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