



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



Marketing & Brand Management (MSc)

Hochschule Fresenius - University of Applied Sciences • Köln

Overview

Degree	Master of Science
Teaching language	<ul style="list-style-type: none">English
Languages	All courses are held in English.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	4 semesters
Beginning	Winter and summer semester
Application deadline	It is possible to submit applications all year round.
Tuition fees per semester in EUR	5,280 EUR
Additional information on tuition fees	<p>Please note: tuition fees for non-EU nationals may vary. Please consult us for further information by using this form.</p> <p>880 EUR per month + 70 EUR per month (non-EU) Registration fee 595 EUR</p>
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p>Our Master's programme in Marketing & Brand Management (MSc) is designed for individuals who hold a Bachelor's degree in a business-related field and aspire to become skilled marketing and brand managers. These professionals are responsible for making brands stand out, creating a competitive and long-lasting advantage. They develop strategies for brand positioning, create comprehensive communication plans, and oversee their execution and implementation. The programme provides the necessary knowledge and skills for students to excel in this highly sought-after field.</p> <p>In this programme, you'll receive hands-on instruction from industry experts. You'll engage in various projects and case studies. In addition, interactive learning, field trips, guest lectures, and workshops are all integral components of our teaching approach at Hochschule Fresenius.</p>

Course Details

Course organisation

Our Master's programme in Marketing & Brand Management (MSc) consists of four semesters. The first two semesters are dedicated to helping you build a strong foundation in marketing and brand management. Coursework includes:

- Strategic Marketing Management
- Brand Theory & Corporate Brand Strategy
- Leadership & Management
- Advanced Project Management
- Brand Architecture & Positioning
- Innovation Management & Design Thinking
- Quantitative & Qualitative Methods for Business

The programme also offers a range of elective modules that allow you to tailor your studies to your specific interests. During the third semester, you can select an elective module from the following options:

- Corporate Finance
- Sustainability Management & CSR (Corporate Social Responsibility) in a Global Context
- Entrepreneurship
- International Relations & Current World Affairs

Alternatively, you may choose to complete an internship instead of an elective module or opt for a semester abroad.

You'll conclude your studies with a Master's thesis.

Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR

5,280 EUR

Additional information on tuition fees

Please note: tuition fees for non-EU nationals may vary. Please consult us for further information by using this [form](#).

880 EUR per month + 70 EUR per month (non-EU)
Registration fee 595 EUR

Semester contribution

Included in tuition fees

Funding opportunities within the university

No

Requirements / Registration

Academic admission requirements

To be eligible for admission to the Master's programme in Marketing & Brand Management (MSc) at Hochschule Fresenius, you must meet the following requirements:

Bachelor's degree: you must have successfully completed a Bachelor's programme consisting of at least 180 credit points.

Subject-specific admission requirement: you must have earned at least 60 credit points in management or business administration during your Bachelor's degree. If you have earned less than 60 credit points in these fields, you must pass an admissions test.

If you have not yet completed your Bachelor's degree, you can still enrol in the Master's programme at Hochschule Fresenius, provided that you have completed at least 80% of the required credit points. Additionally, Bachelor's students enrolled at Hochschule Fresenius are only required to pay the monthly Master's tuition fees when they begin the programme.

Language requirements

Applicants must provide proof of their English skills at a B2 level through one of the following methods:

- TOEFL (minimum 80 points Internet-based)
- IELTS (minimum 6.5)
- minimum of 60 ECTS from a Bachelor's programme conducted in English
- internal test of Fresenius University of Applied Sciences

Application deadline

It is possible to submit applications all year round.

Submit application to

Submit your application [here](#).

Services

Accommodation

Accommodation is available on the private market. Rent for a single room in a shared flat is approx. 350–400 EUR.

Career advisory service

Request further information [here](#).

Support for international students and doctoral candidates

- Welcome event
- Buddy programme



Your Dream Education at Hochschule Fresenius

We are Hochschule Fresenius University of Applied Sciences. Since 1848, we have been training the next generation of specialists and managers. Our Bachelor's or Master's degree programmes, professional training, advanced education, or the completion of various certificate programmes will help you achieve your professional career dreams.

» more:
<https://youtu.be/A4FYAeRqNkk>

Hochschule Fresenius - University of Applied Sciences

Fresenius University of Applied Sciences is one of the oldest private universities in Germany. It is state-recognised and has an academic and educational tradition stretching back about 170 years. The International Business School is a school of Hochschule Fresenius University of Applied Sciences. Its English-taught programmes attract international students and offer globally-oriented students an international dimension in higher education. The resulting study groups provide exciting possibilities for students to build bridges across cultures at the start of their academic careers.

Further information for our international students can be found [here](#).



University location

Cologne is a bustling metropolis of over a million people, with a diverse range of impressive sights. As one of Germany's major university cities, it is not only a centre for academia and student life, but also has a vibrant business and arts community. The open, uncomplicated character of the "Kölner" make it one of Germany's friendliest cities. With its rich multicultural blend and its geographic location in the heart of Europe – the Netherlands, Belgium, and Luxembourg are literally just round the corner, while Amsterdam, Brussels, and Paris can be easily reached by train – it is a particularly appealing place to study. Its significance as a business location makes Cologne the ideal place to start a degree in Germany. The city is a leading media centre, with many traditional newspaper and magazine companies. It is also the home of a vibrant radio, music, film, and television scene. Additionally, it has a retail and trade fair tradition that goes back centuries. With its vast number of retail and industrial companies, in addition to its IT firms and start-ups, Cologne is an attractive destination for global citizens in every industry.

Contact

Hochschule Fresenius - University of Applied Sciences

Study advice

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🌐 Course website: <https://www.hs-fresenius.com/study-programs/marketing-brand-management-master/?crmid=aBcTjOcDeBaCkqAaA>

Last update 29.12.2024 19:26:36

International Programmes in Germany - Database

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

Editor

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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".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research