

How to apply

International Marketing Management

Degree	Master of Arts (M.A.)
Type of study	Full-time study
Standard period of study	3 semesters
Commencement of studies	Winter semester (1 Oct)
Credits (ECTS)	90
Language of instruction	English
Department / Central Institute	Department of Business and Economics

How to apply with a German university degree

Please, apply online through the [HWR Berlin application platform \(S.A.M.\)](#).

How to apply without a German university degree

Students with a Non-German Bachelor degree apply at uni-assist e. V.. It is a certification office founded to support German universities by converting foreign grades and degrees into their German equivalents. Once your application passes the uni-assist system check, it will be transferred to our university for further processing.

- [uni-assist](#)
- [Check if you are qualified to study in Germany](#)
- [Country-specific information on applying with an international university degree](#)

Please note that uni-assist charges a [processing fee](#) according to the number of universities you want to apply to.

Please register online and upload all the required documents.

Uni Assist recommends that applicants apply at least six weeks before the deadline.

Admission requirements

- Bachelor's or equivalent degree in Business Studies from an accredited university,
- At least 210 credit points. Applicants with 180 credits will be required to obtain the additional 30 credits, for example by completing a placement in the third semester (the programme will then last four semesters),
- Evidence specifically of having completed undergraduate modules in Marketing, totalling at least 15 ECTS (European Credit Transfer and Accumulation System),
- 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

General information

Student Counselling Services

+49 30 30877-1919

- [Any questions?](#)
[Write us a message](#)
- [On-site consultation](#)
- 31.01.2025
[Online info event](#)
- 12.02.2025
[Online info event](#)
- 26.02.2025
[Online info event](#)
- 12.03.2025
[Online info event](#)
- 19.03.2025
[Online info event](#)
- 26.03.2025
[Online info event](#)

(minimum score 126), UNICert II

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

- Letter of motivation in English
- Curriculum vitae in English

Helpful, but not required:

- Proof of work experience in the field of studies if you have worked for at least one year (showing the content and period of employment)
- A GMAT/ GMAT Focus with a score above 600 points; with a GMAT/GMAT Focus no extra English proof has to be submitted

Proof of English language proficiency

You need to present a standardised test to prove that your English is on a high B2 level of the CEFR (Common European Framework of References) or above. The required minimum scores of the accepted English certificates are listed below. We accept certificates of up to five years old.

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

- 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
- UNICert II

Please note: We cannot accept A-level /school leaving certificates or DAAD language certificates as English proficiency tests.

Application documents for applicants with a German Bachelor Degree

You should have the following documents ready to upload when you start your application:

1. **University degree** (in case you haven't received your bachelor certificate until the application deadline has passed, please enclose a transcript of records and a letter from your university stating when you will receive the final certificate and stating your overall average grade from your studies so far)
2. **Transcript of Record** (please mark required relevant modules with grades and credit points)
3. **Proof of work experience** in the field of studies only if you have worked for at least one year in the field of studies (showing the content and period of employment)
4. **Proof of English proficiency** (high B2 level). If you can prove that you

have already studied at least one year in English you will not need to submit an English test. Also not needed in case you have a GMAT

5. A **GMAT/ GMAT Focus** with a score above 600 points – only if applicable; with a GMAT/GMAT Focus no extra English proof has to be submitted
6. **Motivation letter** (in English, not more than one page)
7. **Curriculum Vitae** (in English)

Please do not send any original documents!

The email address that you enter will be used throughout the admission process. If your contact details change, please let us know. Otherwise you may miss invariable deadlines.

Application documents for applicants with a Non-German Bachelor Degree

You should have the following documents ready to upload when you start your application:

1. **University degree** (in case you haven't received your bachelor certificate until the application deadline has passed, please enclose a transcript of records and a letter from your university stating when you will receive the final certificate and stating your overall average grade from your studies so far)
2. **Transcript of Record** (please mark required relevant modules with grades and credit points)
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A photocopy of your passport and also a certificate of birth is not required for the application.

- **Do not send any original documents!**
- Certificates not issued in German or English must be translated into German or English.
- The (e-mail) address you have provided us with is the address we use in order to contact you. Please make sure you notify us of a change of address as soon as possible. A missed deadline that might emanate from a failure to do so is your responsibility.
- HWR Berlin only processes applications that have been completed accurately. The application can only be considered if Uni Assist receives all documents before the closing date and copies of all those certificates that are required are attached. We recommend to apply early, at least six



weeks before the deadline expires. Applications that are sent by e-mail or fax will not be processed.

- Chinese, Indian, Vietnamese and Mongolian Applicants need to submit an APS certificate (available at the Akademische Prüfstelle (APS) in the German Embassy in Beijing, New Delhi, Hanoi, Ulan Bator)