

# Marketing Management

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

## Degree programme

Would you like to find out how companies gain a competitive edge by consistently focusing on customer centricity? If so, study marketing. Longterm success needs a convincing marketing strategy.

This consecutive Master's degree programme is based on a broad-based Economic training with a practice-led approach to Marketing Management. The course places a particular focus on the increasing digitalization of marketing and the significance of Brand Management. Further foci include the development and application of advanced market research skills.

Students of this course learn how to plan, manage and implement marketing measures. It assumes a Bachelor's (or Diplom) level understanding of the issues involved and proceeds systematically to build on them. The interactive teaching modules through which the course is taught create room for the independent development of creative solutions and presentational skills requisite to a career in marketing management. Half of the modules are taught in English.

## Professional field

Graduates of this programme are qualified to perform cross-sector specialist and management tasks in international companies and other institutions. The degree also provides access to the higher levels of German public administration

## Degree structure

The degree programme consists of a foundation course taught in the first semester and a specialist stage in the second semester. Teaching will focus on working with case studies to practice the application of theoretical knowledge in a practical setting. The third semester is intended for the Master's thesis and the final examination, unless an internship or a semester abroad is completed. In this case, the study programme is extended from three to four semesters.

## Course contents

Teaching is provided through seminars and makes use of project work and case studies to practice the application of theoretical knowledge in a practical setting. The interactive nature of all the individual modules enables students to hone their presentation skills and prepare for a career in a specialist or management context.

## First semester

## Information for prospective students

### Student Counselling Services

+49 30 30877-1919

- [Any questions?](#)
- [Write us a message](#)
- [On-site consultation](#)

## Advice for applicants and students

Department of Business and Economics

**Jennifer Dornbrach**  
Student Office

+49 30 30877-1396

## Admission and enrolment Office for Applications, Admissions and Enrolment

+49 30 30877-1800  
[bbzi@hwr-berlin.de](mailto:bbzi@hwr-berlin.de)

Office hours:

Mon 14.00-16.00

Wed 10.00-12.00

Thu 14.00-16.00

## Academic director

Department of Business and Economics

**Prof. Dr. Henning Kreis**  
Professur für Allgemeine BWL,  
insbesondere Marketing

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- Module 1: Marketing Strategy – Planning and Control
- Module 2: Empirical Methods in Marketing
- Module 3: Data-Driven Marketing
- Module 4: Brand Management
- Modul 5: Tutorial Seminar I

### Second semester

- Module 1: Marketing Project and Project Management
- Module 2: Marketing Analytics
- Module 3: Elective
- Module 4: Master Pool Elective
- Modul 5: Tutorial Seminar II

### Third semester

- Research Seminar
- The Master's thesis
- Final oral examination

### 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 (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.
- Proof of German proficiency according to these [regulations](#) is required, minimum C1 level of CERF (Common European Reference Framework)
- Letter of motivation in English
- Curriculum vitae in English

In addition, if applicable:

- 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

### Application procedure and deadlines

- [How to apply for this programme](#)
- [FAQs: Applying for Master degree programmes at the Department of Business and Economics](#)

**Applicants with a degree from a German university:**

15.04.-15.06.

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

**Applicants with a degree from an university abroad:**

15.03.-15.05.

Students with a Non-German Bachelor degree apply at [uni-assist e. V.](#)

### Accreditation

Programme accredited by the Akkreditierungsrat

### Internship semester

Students who acquired less than 210 European Credit Transfer System [ECTS] points in their Bachelor course must obtain the missing credit points for example by way of an integrated period of practical training, for which 30 ECTS points are awarded. This internship semester is scheduled in the third semester, after the theoretical phase and before the completion of studies. The master programme will thus last four semesters.

The content of the internship has to relate to the focus of your master studies. After enrollment you can place a request for accreditation of previous work experience or internships.

Alternatively, the missing 30 ECTS may be gained through studies abroad during your third semester. More information will be given after the start of studies upon request.

You will not have to acquire extra ECTS if your Bachelor programme was not accredited according to the ECTS point system. This generally holds true for non-EU-study programmes.

Students who have already gained 210 ECTS points in their Bachelor and completed an internship may do an additional voluntary internship in their third semester.

### Study plans and regulations

- [study plan](#)

All information on the offered modules and lectures can be found on the online campus management system **S.A.M.** (Study Administration Management).

All regulations, forms and documents can be found in your [faculty site](#).



## Fees and grants

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Tuition fees	<b>None</b>
Semesterfee	<b>ca. € 300 per semester (incl. local transport semester ticket)</b>

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