

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

Degree programme

What makes a company globally successful? How can you identify emerging trends and transform them into innovative strategies? And how do you position products or services sustainably and competitively in global markets? With the International Marketing Management Master's program, you will find answers to these questions and prepare yourself for a career in the global marketing environment. The Master's degree program is aimed at holders of a first degree (Bachelor's or Diploma) from both Germany and abroad.

Program Highlights:

- **Practice-Oriented Learning:** The courses combine scientifically grounded content with practical case studies, enabling you to apply and deepen your knowledge directly.
- **International Network:** Study in an intercultural environment with fellow students from around the world and build valuable connections for your professional future.
- **English-Taught Courses:** All modules are taught in English, ensuring you are well-prepared for the demands of international workplaces.
- **Dual Degree with ESC Rennes:** Take the opportunity to earn a dual degree and further enhance your international expertise.

Information for prospective students

Student Counselling Services

+49 30 30877-1919

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

- 15.01.2025
[Online info event](#)

- 31.01.2025
[Online info event](#)

- 12.02.2025
[Online info event](#)

- 26.02.2025
[Online info event](#)

Admission and enrolment Office for Applications, Admissions and Enrolment

+49 30 30877-1800
bbzi@hwr-berlin.de

Office hours:

Mon 14.00-16.00
Wed 10.00-12.00
Thu 14.00-16.00

Academic Directors

Department of Business and
Economics

Prof. Dr. Sonja Klose
Professor of Marketing

+49 30 30877-1375
sonja.klose@hwr-berlin.de

Professional field

The program prepares you for leadership positions in internationally operating companies or organizations and opens the door to higher civil service positions. You will be specifically trained to face the challenges of the global market: learning how to develop global marketing strategies, manage multicultural teams, and find innovative solutions to complex problems. Through its practice-oriented modules and intercultural focus, you will master both strategic and operational marketing at an international level.

Degree structure

- **1st Semester:** Foundation modules that provide you with a solid understanding of international marketing, empirical methods, and consumer behavior.
- **2nd Semester:** Specialization modules focusing on topics such as brand management, data-driven and digital marketing.
- **3rd Semester:** Master's thesis or internship/semester abroad to gain valuable practical experience. In this case, the study programme is extended from three to four semesters.

Course contents

In addition to a comprehensive Business Administration training, the degree teaches analysis, problem-solving and implementation skills. The interactive nature of all the individual modules taught in English enables students to hone their language skills and prepare for a career in an international context.

- [Study plan](#)

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.
- 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

Programmakkreditiert durch den 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

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