

# CAMPUS **GIESSEN**

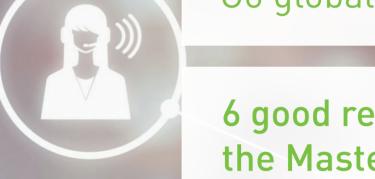
## **WIRTSCHAFT**

THM Business School



# MASTER OF SCIENCE DIGITAL AND INTERNATIONAL MARKETING

Go global. Go digital: Master the future of marketing.



## 6 good reasons for the Master:



- Future-oriented with digital marketing
- International with the possibility of a double degree
- Practical due to strong application focus
- Personal through small groups
- Flexible due to choice of focus and digital elements
- ... and all this in a real student city!

### Content:





- Market Research & Consumer Insights
- Sales & E-Commerce
- Innovation & Change
- ... and more

It's up to you whether you want to further explore digital or international marketing as a focus!



Application for international students for the winter semester 23/24: April 1 to June 15 via Uni-Assist.

## Requirements:

- Bachelor's degree with an overall grade of at least 2.3 and share of businessrelated modules of at least 50%
- Proof of math/statistics (8 ECTS) and language skills (German and English)

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