

# MASTER OF SCIENCE DIGITAL AND INTERNATIONAL MARKETING

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

## 6 good reasons for the Master:



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

## Content:

- Digital Marketing
- International Marketing & Communication
- 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 business-related modules of at least 50%
- Proof of math/statistics (8 ECTS) and language skills (German and English)

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