



SRH University (Hamburg)

International Business Administration - Focus on Digital Marketing (Fast Track) | English

Study details

Course type: Bachelor's degree

Degree: BA in International Business Administration - Focus on Digital Marketing

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 9 800 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

High school / secondary education

Entry qualification

The entry qualification documents are accepted in the following languages:
English / German.

Upload your electronic copies during the application process

English

Please find our English language requirements here:

- Duolingo Certificate 110 points
- TOEFL 87 ibt (direct entry)
- TOEFL 79 – 86 ibt (with additional agreement)
- TOEIC 785 (Listening/Reading 785, Speaking 160, Writing 150)
- IELTS (academic) 6.5 average – please see Language Centre guidelines if results differ
- CAE (grade A, B, or C)
- CPE (grade A, B or C)
- Pearson English Test Academic (PTE-A) 59 points
- Linguaskill: 176 – 184 (CES) – all four skills required

Language requirements

Other requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife). If you have not graduated yet, we also accept your last interim certificate.
- **Please note that applicants with foreign degrees might be eligible for direct entry. This means that applicants who meet the requirements DON'T need to do a foundation year before starting their Bachelor's.**
- Proof of English language proficiency
- Curriculum vitae
- Copy of your passport/ID

Accommodation Additional information

Overview

The focus on digital marketing takes a broad approach. Instead of confining you to specialist roles, this comprehensive teaching method gives you flexibility in your career choices. As a result, the knowledge and competencies you earn last longer than the fast-paced technological innovations in this field.

Your skills from this International Business Administration degree will allow you to navigate a business of any size through the stormiest of waters.

Your curriculum includes specialised marketing topics such as brand management, communication, online marketing, advertising psychology, and hands-on projects to develop your creative, social, and analytical skills.

Career opportunities

Choose from the following career paths:

- Digital Marketing manager
- Product manager
- Brand marketing expert strategist
- Content strategist
- Market and consumer researcher
- Marketing and business consultant
- Positions in advertising and communication