



## CBS International Business School

### IB – Marketing Management

#### Study details

**Course type:** Master's degree

**Degree:** MA in IB – Marketing Management

**Study mode:** Full time

**Duration:** 24 Month

#### Cost of study

**Cost :** 5 970 EUR

**Reg. fee :** 600 EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

##### Start

Winter & Summer

#### Requirements

## Admission Requirements

To study for a master's degree at CBS University of Applied Sciences, you generally need a successfully completed bachelor's degree from a state-recognized college or university . Depending on the master's program, this degree may be required in a related field . In individual cases, transfers are also possible, provided the relevant foundations have been acquired in another degree program. The exact requirements depend on the respective master's program.

## English Requirements

For the **English-taught Master's programs** at CBS , **proof of sufficient English language skills** is required. This can be demonstrated through **recognized language certificates** such as the **TOEFL** with a minimum **score of 83** , the **IELTS** with a minimum score of **6.5** , or the **Cambridge Certificate** at at least **B2 or C1 level** , depending on the specific **program** . **Alternatively, a previously completed English-taught Bachelor's degree** can also serve as proof. Those **unsure** whether their **language skills meet the requirements** can **contact CBS** or take an **internal language test**.

## Additional

- **The admission requirement** for taking up a **Master's degree in business** at CBS is a **first academic degree** ( **Bachelor, Diplom, Magister** ) from a **recognized German or international university, university of applied sciences or professional academy** with a **final grade of at least "good"** .

- If this **grade point average** was not achieved in **the first degree** , a **separate admission procedure** must be completed. The **first degree** should have been in a **business-related field** and **comprise a total of at least 180 ECTS credits** .

## Accommodation

Studying in Cologne means living in one of Germany's **most vibrant** and **diverse cities** . The **Rhenish joie de vivre** , the famous **Kölsch beer** , the **Cologne Carnival** , and the impressive architecture, such as **Cologne Cathedral** , make the city a **unique place** to study. In Cologne, you'll become part of an **international** and cosmopolitan community that shapes the cityscape.

The **large** and **modern** CBS campus in Cologne is located in the popular Rodenkirchen district, **directly on the Rhine** , and offers a perfect blend of a quiet , green location and attractive infrastructure. At the same time, thanks to **excellent transport links**, you can quickly reach the **center of Cologne** and enjoy the city's diverse offerings.

## Speciality

A **master's degree program without a traditional bachelor's degree** is possible in certain cases. Those with **extensive professional experience** in a **related field may qualify** for a degree program under certain conditions . Furthermore, some degree programs offer **alternative entry routes for experienced professionals with a higher degree** (e.g., **a diploma or state examination** ) . CBS offers **individual counseling** to determine the **best possible entry options**.

## Additional information

Digitalization has fundamentally changed marketing – a straightforward advertising landscape has evolved into a complex, global marketing universe. With the Master's in **International Marketing** , you will become an expert who understands current trends while also thinking visionarily about the future. Strategic decisions in international marketing require creativity, flexibility, and in-depth expertise – this is precisely what this program will teach you.

During the **English-taught master's program** in Mainz or Cologne, you'll learn how to analyze markets and target groups, increase brand awareness, and strategically align products. You'll develop **modern marketing strategies** , set prudent prices, and place content on the most efficient channels. Additionally, you'll acquire the skills to create **effective advertising messages** and professionally manage the **success measurement** of your measures. This will prepare you perfectly to actively shape change in marketing and operate successfully in global markets.

This program is aimed at graduates of business and economics subjects who want to improve their English skills and advance their careers in international marketing. Become part of a dynamic, future-oriented field and take the next step on your path to successful marketing management – ??with the Master's in International Business – Marketing Management at CBS!