



CBS International Business School

Digital Marketing

Study details

Course type: Master's degree
Degree: MA in Digital Marketing
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

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

In the dynamic world of digital marketing, strategic thinking, creativity, and technical expertise are equally important. The Master's in **Online Marketing** at CBS University of Applied Sciences combines these aspects and qualifies you for a leading role in the digital economy. With a mix of innovative course content and practical projects, you'll prepare for the challenges of modern marketing strategies.

In just four semesters, you'll deepen your knowledge in areas such as **performance marketing** , **social media strategies** , **data analytics** , and **search engine** optimization. At the same time, you'll learn how to efficiently plan and successfully implement digital campaigns. Thanks to close collaboration with field experts and real-life case studies, you'll gain in-depth insights into the industry's working practices and develop skills that are immediately applicable.

Whether as a digital marketing manager, e-commerce specialist, or digital transformation consultant, this online marketing master's program opens the door to future-proof and diverse careers. The combination of **innovative technologies** , **strategic knowledge** , and **an international focus** will make you a sought-after professional. Get started now and become a shaper of the digital future—with the Master's in Digital Marketing at CBS!