



University of Europe for Applied Sciences

(Hamburg)

Marketing Management

Study details

Course type: Master's degree

Degree: MA in Marketing Management

Study mode: Full time

Duration: 12/18 or 24 Month

Cost of study

Cost : 12 000 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Mar/Sep

Requirements

Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**

Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German

- **CURRICULUM VITAE (CV)** (Dated & Signed)

- **COPY OF PASSPORT** (SCANNED)

- **MOTIVATION LETTER** (MIN 500 WORDS)

- **LANGUAGE PROFICIENCY**

English language certificate

– IELTS 6.0 overall / B2 Level

– TOEFL iBT72

– TOEFL ITP (paper based) 543

– Pearson Test of English (Academic) 59

– Pearson Test of English (General) Level 1

– Cambridge English Advanced and Proficiency 169 overall

– Cambridge Exam First (FCE) B2 CEFR = First (FCE), 160

– TOEIC Listening 400, Reading 385, Speaking 160, Writing 150

– PASSWORD 6.0

– EF SET (50-minute Test) 60 (only for students applying with a MOI letter)

– Duolingo 105

Accommodation

What can you expect

- Animations Studios
 - Green Screen Studios
 - Motion Lab
 - TV Studio
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- Radio Studio
 - Screen Printing Workshop
 - Photo Studios
 - Sound Lab
-
- Print/Scan Studio
 - Teleprompter and LED
 - Dark Room
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- Editing Room
 - Equipment Library
 - Rentable equipment
 - Mac Pools etc.

Speciality

Spotlight Module: "Strategic & Digital Marketing"

In the "Strategic & Digital Marketing" module, students learn to navigate the dynamic marketing landscape. They develop a deep **understanding of strategic positioning and integrate digital trends and evolving social values** into their decision-making processes.

Additional information

Become a marketing manager

Today's **marketers** need to think holistically, as their field is becoming increasingly dynamic and complex. To establish a **strong brand image, marketing, technology, and PR elements** must be closely linked. Thus, companies need professionals with excellent analytical and strategic skills in these disciplines. At the University of Europe for Applied Sciences, we provide theoretical and practical education on how to communicate as well as the ways in which markets, as well as products, are interconnected. Thereby you will become a marketing expert well-equipped to tackle the demands and challenges of digital communication.

As a student at UE, you will be trained as a leader in marketing management. **Case studies, practical projects, and internships** with renowned business partners will expand your theoretical education into an integrative and future-oriented learning experience.

What happens after your studies

Whether in an **agency** or a **large company** – as a **marketing all-rounder** you combine the necessary strategic and operative know-how to successfully lead a product or service with analytical

and creative thinking skills. Our Master Marketing Management enables you to work in the following fields:

- Strategic Marketing
- Online Marketing / Digital Marketing
- Performance Marketing
- E-Commerce
- Brand Management
- Product Management