



Munich Business School

International Marketing and Brand Management

Study details

Course type: Master's degree

Degree: MA in International Marketing and Brand Management

Study mode: Full time

Duration: 18 Month

Cost of study

Cost : 25 740 EUR

Reg. fee : 1 490 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Sep

Requirements

Application documents

When submitting your application, you must provide the following mandatory documents for your application to be considered:

- Letter of motivation (1-2 pages)
- Current curriculum vitae
- A copy of your official academic transcript stating your final grade*
- Two references of your current or previous employers
- Proof of English proficiency (TOEFL 85, IELTS 6.5, ELS 112)
- A copy of your passport details page (the one with the photo)
- A recent passport size photo
- Completed application form

English Language Tests

You must present proof of your command of the English language by passing one of the following test procedures.

- TOEFL iBT & Home Edition: min. 85 (min. of 22 in writing band, min. of 20 in all other bands; MBS TOEFL Institution Code: 5772)
- IELTS & IELTS Online: min. level of 6.5– Academic Module
- ELS English for Academic Purposes: Advanced Level 112
- Duolingo English Test: Overall Score 115 or higher
- Pearson PTE Academic: Overall Score 56 or higher
- Cambridge: Min. 173 or Grade B or higher

Note: If the test is also used to apply for a visa, please check the requirements of the respective embassy in advance.

Accommodation

Cost of Living

We estimate that your living costs will be around €1250 per month. Your budget will mostly depend on how you manage your free time (e.g. travelling, eating out, opera, concerts, using sports facilities, visiting museums and clubs).

Below is an example of an exchange student's monthly budget: Category	Example 1*	Example 2**
Rent	€700	€900
Electricity, Heating, Wi-Fi	€150	€250
Groceries/Food	€320	€320
Public transportation	€50	€50
Statutory health insurance (includes student discount)	€90	€90
Phone	€50	€50
Miscellaneous (incl. Books)**	€110	€160
Total	€1470	€1820

Rental Prices

Rents in Munich are generally high. Students therefore often share apartments to save costs. Rentals are often unfurnished. Below are some examples of rental options:

- Room in shared apartment: Renting a room in an apartment can range from €500 to €700 per month, depending on the size and location of the room. Utilities (electricity, heating, Internet, licence fee etc.) are typically excluded and can add another €80-€100 per month. The bathroom and kitchen are usually shared and rooms can either be furnished or unfurnished.
- Renting a studio (one room with kitchen and own bath): Average rents for these apartments range from €700 to €900 (plus utilities), depending on the size, quality, and location of the apartment.

Speciality

Duration Single Degree

18 months

Duration Dual Degree

24 months

Additional information

78a Vazha Pshavela Ave, Tbilisi, Georgia

Phone: +995 322 96 11 22

Mobile: +995 596 96 11 22

info@sach.ge

www.sach.ge

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Master International Marketing and Brand Management (M.A.)

Truly understanding your customers is key for any business success! With our program, we will help you build your own expert profile in the area of international marketing and branding: from behavioral insights to digital marketing tools to innovation. Our 'theory meets practice' approach means that you will learn about the latest scientific evidence while also applying your knowledge when working on real-life projects, developing your own marketing campaigns and interacting with business professionals to prepare for your own career. As a sought-after professional, you can make full use of your skills in demanding positions such as Brand Manager, Head of Brand Management or CMO (Chief Marketing Officer) in renowned companies.

Business Project: Together with your fellow students, you will carry out a project on behalf of a real company and apply your acquired knowledge in practice.

Semester abroad and Dual Degree: You have the opportunity to spend the 3rd semester abroad at one of our many partner universities. Alternatively, with the Dual Degree option, you will spend two semesters abroad and earn two specialized master's degrees within two years.

International Focus: You choose one international focus per semester, exploring different markets and methodologies as well as specific economic areas whose development influences the global economy.

Internship: You have already studied or worked in a non-German speaking country for at least one year? If so, you have the option of completing a subject-specific internship in a German-speaking company in the 3rd semester.

Dual Degree

With the dual degree option, you acquire an additional, specialized Master's degree from one of our partner universities. Munich Business School's cooperation with renowned international universities gives you the opportunity to acquire two different master's degrees within two years. For a dual degree, you will normally spend two semesters at MBS and then two semesters at the partner university, followed by the Master's thesis.