



SRH University (Hamburg)

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

Study details

Course type: Bachelor's degree

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

Study mode: Full time

Duration: 42 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

Language requirements

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

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

Fine-tuned marketing strategies drive the core decisions of any modern business. The days of keyword-stuffing and bloated Google Ads budgets are over.

Whether you (or your future client) are an online shop or a SaaS (software-as-a-service) company, all your efforts will zoom in on one focus: understanding your customer. Digital marketing provides the analytical insights that enable the rest of the business to reach this goal.

Based in Berlin, Germany's tech hub and startup capital, we designed this industry-friendly bachelor degree especially for you – to explore different management disciplines and deepen your knowledge in the operational fields of digital marketing.

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