



EU Business School (Munich)

Master in Marketing

Study details

Course type: Master's degree

Degree: Master in Marketing

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 32 340 EUR

Reg. fee : 200 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct/Jan/Apr

Requirements

- The admission process at EU Business School is straightforward. Students may choose to apply online or send their application by post. Candidates are evaluated on the strength of their application with consideration given to the student's leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

- Enrollment takes place throughout the year taking advantage of our program's year-round start dates. Foundation and bachelor's students can begin their studies in September/October, February, June and August, while our master's and MBA programs begin in October, January and March. This flexibility allows students to start studying at their earliest convenience. Our admissions team is available to help you with any queries or questions you might have. To find out more about EU, we also encourage you to visit our campuses, meet our current students and attend our classes and open day sessions.

Admission Requirements:

- 1 certified copy of bachelor's degree and transcripts
- Proof of English level: TOEFL score 89 (internet-based), 233 (computer-based), 577 (paper); IELTS 6.5; CAE C1 with a minimum score of 176; minimum PTE of 59; minimum of one year in an English-language institution and successful completion of all courses; native English speaker or equivalent

Applicants must also meet one of the following:

- A GPA of 3.0 on a 4.0 scale
- A satisfactory score on the GMAT or GRE
- An interview with the academic dean

- Students who do not meet the criteria will have an interview with the admission committee and will be considered on a merit basis.

Accommodation

- **Private apartment:** Starting at 650 Euros per month, plus bills (typically).
- **Shared student home:** Around 300 to 500 Euros, plus the shared cost of bills.

Speciality

-Also available online

Additional information

Overview

Markets are ever-changing, with increasingly sophisticated consumers. Now more than ever, companies require innovative, qualified marketing experts to implement creative changes. From effective use of social media marketing to understanding your target audience, this program explores modern marketing methods and theories from various perspectives, giving students an insight into how marketing decisions relate to the analytical, strategic and operational areas of a business.

- **Improve critical-thinking skills** and learn to be a problem-solver
- **Join the alumni network** of 30,000+ members
- **Gain specialist knowledge** to excel in your chosen profession

- Studying a master's program in Munich allows students to expand their business knowledge in the economic powerhouse of Germany. The vibrant Bavarian capital is home to numerous major multinational company headquarters including BMW and Allianz, as well as a flourishing startup scene, and is also actively pursuing initiatives to provide a greener, more sustainable living environment.

-Munich may be famous for its annual Oktoberfest festival, but it has so much more to offer students wishing to study business. The city energetically promotes and supports innovative startups and tech companies, making it an ideal place for future entrepreneurs to gain knowledge, get involved and to set up new and forward-thinking ventures. Munich also offers students a superb array of sports, outdoor adventures, socializing and entertainment opportunities, ensuring a well-rounded student experience.