



Schiller International University (Heidelberg)

International Marketing

Study details

Course type: Bachelor's degree

Degree: BSc in International Marketing

Study mode: Full time

Duration: 48 Month

Cost of study

Cost : 15 400 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

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Requirements

Enrollment

- You must hold an Official High School transcript indicating your date of graduation, or official GED transcript.
- You can also provide proof of completion of secondary education if you have studied outside of the United States or the American educational system. Examples may include the Abitur, Selectividad, Baccalauréat, International Baccalaureate (IB) "O" and "A"- level exam results.
- You must send the enrollment agreement signed.
- Proof of your English proficiency is required:
 - TOEFL IBT (Test of English as a Foreign Language): minimum score of 80.
 - TOEIC (Test of English for International Communication) minimum score of 650.
 - IELTS (International English Language Testing System) minimum score of 6.0.
 - CAMBRIDGE FCE (First Certificate in English) grade of "B" (B2 level) or higher -Cambridge Advanced (CAE) or Proficiency (CPE) preferred.
 - Duolingo English Exam: score of at least 95 for all programs.
 - Pearson English Test (PTE): obtain a GSE score of 59 or higher.
 - If you have successfully graduated from the Tampa Language Center with a Level 6 program, you are eligible for admission.
 - Verification proof may be waived if you are a student who has graduated from a secondary school where English is the language of instruction or the country's official language.

Accommodation

Cost of Living

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Housing	€ 750	€ 950	€ 770	\$ 1,700
Food	€ 200	€ 320	€ 270	\$ 400
Transportation	€ 20-50	€ 40-84	€ 35-82	\$ 50-75
Telephone	€ 20	€ 32	€ 40	\$ 45
Miscellaneous Personal Expenses	€ 200	€ 300	€ 220	\$400
Books, Course Materials, Supplies, & Equipment	€ 35	€ 35	€ 35	\$ 37
TOTAL	€ 1,255	€ 1,721	€ 1,417	\$ 2,657

Speciality

Included in Tuition Fees

- All books and materials
- Integrated language classes throughout the program
- Personal development seminars and workshops
- Student Activities (Campus specific)

Additional information

Why Study a Bachelor of Science in International Marketing

Gain Global Perspective

Schiller International University offers a unique opportunity to gain a global perspective and experience diverse cultures. With students from over 130 nationalities and a vast network of 20,000 alumni, you can study more about international business and marketing in a setting that provides a rich and immersive global learning experience.

Future-Focused Curriculum

The Bachelor of Science in International Marketing program at Schiller International University provides an opportunity to pursue a career in an emerging and popular field with abundant future career prospects. After completing the **International and Marketing** course, you will be better

prepared to position yourself as a leader in business analytics and enjoy high employability prospects.

Challenge-Based Learning

At Schiller, we strongly believe in practical-based learning. Our expertly curated Bachelor of Science in International Marketing degree is designed to provide you with hands-on experience by working with international startups on real-world challenges. You will develop top skills and gain valuable insights into the international business and marketing world.

Global Employability Path

Become a Smart Global Professional ready for the challenges of the global job market with our immersive, highly employability-oriented training activities. From day one, we will provide you with direct access to international professionals and leading companies/organizations to build a Global Employability Path.