



EU Business School

International Marketing

Study details

Course type: MBA

Degree: Masters

Study mode: Full time

Duration: 24 Month

Cost of study

Cost : 13 250 EURO

Reg. fee : EURO

Scholarship :

Intake/s

October, February, June & August

Requirements

2 certified copy of bachelor's degree or equivalent and transcript

English Language: TOEFL score 89 (internet-based); 233 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; English native, or equivalent

1 copy of CV/resume

2 letters of recommendation

1 written or video essay

Accommodation

Campuses in Geneva, Barcelona, Munich.

Speciality

Gain fundamental business knowledge – to move to the next level

Networking with leading professionals – to gain privileged insights into companies

Learn the latest trends – in international business

Additional information

The marketing of products and services is an important aspect of any business. Effective delivery of a company's offerings is key to success in today's constantly evolving and diverse business world.

This program provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective.

Students will learn about the latest developments in digital marketing strategies, advertising and media, preparing them for a career in international marketing.