



## University of Europe for Applied Sciences

(Duisburg)

### Marketing Management MBA

#### Study details

**Course type:** Master's degree

**Degree:** MBA in Marketing Management

**Study mode:** Full time

**Duration:** 18 Month

#### Cost of study

**Cost :** 14 300 EUR

**Reg. fee :** N/A EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Mar/Sep

#### Requirements

### Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**  
Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German.
- **CURRICULUM VITAE (CV) (Dated & Signed)**  
– Professional experience: at least 1 year after the first qualifying university degree
- **COPY OF PASSPORT (SCANNED)**
- **MOTIVATION LETTER (MIN 500 WORDS)**
- **LANGUAGE PROFICIENCY**  
**English language certificate**
  - IELTS 6.0 overall / B2 Level
  - TOEFL iBT 72
  - TOEFL ITP (paper based) 543
  - Pearson Test of English (Academic) 59
  - Pearson Test of English (General) Level 1
  - Cambridge English Advanced and Proficiency 169 overall
  - Cambridge Exam First (FCE) B2 CEFR = First (FCE), 160
  - TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
  - PASSWORD 6.0
  - EF SET (50-minute Test) 60 (only for students applying with a MOI letter)
  - Duolingo 105

#### Accommodation

With a cost of living comparable to other major global cities, studying in Dubai is an excellent investment in your future. The average cost of living for an international student is 1 245 – 2 100 EURO per month including rent.

## Speciality

This **MBA degree** at UE is delivered on campus, only the specialised modules are taught online.

## Spotlight Module: "Digital Marketing Communications "

In this module students will understand Internet and Digital Marketing Communication Strategies, and elements of law that particularly apply to the digital media. Students will also examine the search engines' methodology to get an understanding of how they work and what they look for.

## For Dubai applicants

- 1st Year - 14 300 Euro

## Additional information

## Strategise, captivate, succeed: Unleash your marketing potential

As part of the MBA with specialised modules in Marketing Management at UE, you will deepen your understanding of the legal and policy frameworks that can have a significant impact on marketing decisions. You will be empowered to develop strategies that ensure not only commercial success but also compliance with relevant regulations.

Today's business environment also requires a deep understanding of digital marketing. During the **MBA in Marketing Management**, you will gain an in-depth look at the latest digital marketing tools, methods and strategies. You will be empowered to effectively use the digital space to reach target audiences and maximise the success of marketing campaigns. MBA Marketing Management at UE is designed to prepare you for the challenges and opportunities facing marketers today. Our practical teaching methods, complemented by case studies and interactive projects, ensure that you gain theoretical knowledge and develop the practical skills that are required in the real business world.