



## Schiller International University (Heidelberg)

### Digital Marketing and E-commerce

#### Study details

**Course type:** Master's degree

**Degree:** MSc in Digital Marketing and E-commerce

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 19 560 EUR

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

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Feb/Jun/Oct

#### Requirements

### Enrollment

As a Graduate student:

- You will need the official transcripts from the institution that awarded your undergraduate degree or its equivalent.

If you do not have a degree recognized in the United States, you must arrange to have an evaluation of your foreign transcript by American Association of Collegiate Registrars and Admissions Officers (AACRAO)'s International Education Services, a member of Association of International Credential Evaluators (AICE), or National Association of Credential Evaluation Services (NACES) prior to the evaluation and award.

All costs for foreign transcript evaluation must be covered by the applicant.

- You must provide a copy of your official ID or passport (Visa Students).
- You must submit a signed enrollment agreement.

If you are not a native English speaker, did not complete your post-secondary education exclusively in the English language, or did not complete at least 24 academic credits in a university-level program taught in English you will have to provide proof of English proficiency:

- TOEFL (Test of English as a Foreign Language) 89 (IBT – Internet version) for Masters, Schiller, TOEFL number is 0835.
- TOEIC (Test of English for International Communication) score of at least 700 for Masters.

- IELTS (International English Language Testing System) score of at least 6.0 for Masters, with the exception of our MBA and MBA International Business programs which require a 6.5 IELTS (or equivalent).
- 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 105 for all programs.
- Pearson English Test (PTE): obtain a GSE score of 67 or higher.
- If you successfully graduated from the Tampa Language Center with a Level 6 program, you are eligible for admission.

## Accommodation

## Cost of Living

.	MADRID	PARIS	HEIDELBERG	TAMPA
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
<b>TOTAL</b>	<b>€ 1,255</b>	<b>€ 1,721</b>	<b>€ 1,417</b>	<b>\$ 2,657</b>

## 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 MS in Digital Marketing and E-commerce

### Growth Digital Strategy Expert

Craft a 360° marketing strategy for impactful digital campaigns and sustainable growth with our master's degree in digital marketing in France. Seamlessly integrate social media, SEO, SEM, and paid media, mastering tools like Google Ads and Meta Ads for enhanced performance.

## **Creative Inbound Marketing**

Study Digital Marketing & E-Commerce to attract, engage, and convert customers creatively with content marketing. Learn the power of fostering lasting connections and aligning your marketing efforts with business goals can help you take your career to the next level.

## **E-commerce Innovation & UX Design**

Enroll in our MSc in Digital Marketing and E-Commerce degree to develop a strong online presence through digital branding and elevate user experiences with the power of a well-developed UX design.

## **Strategic Digital Communication**

Delve into digital communication and social media marketing with a master's in digital marketing in Madrid. Strategically engage audiences, creating impactful brand messages that resonate across various platforms.