



Scholarship Available

Digital Marketing

ON CAMPUS

Digital <u>Marketing</u>

Program Overview

Master Digital Marketing On-Campus - Prepare to excel in the dynamic digital marketing landscape.











Why Study Digital Marketing at Steinbeis?

- Gain future-ready skills in SEO, performance marketing, and consumer insight
- Combine strategic thinking with hands-on tools used in leading global agencies.
- Access Europe's innovation capital—Berlin—for real-world project exposure.
- · Learn to lead digital transformation and storytelling for brands worldwide.







Who this program is for?

Candidates who are creative and analytical, eager to harness digital technologies and innovative strategies to drive brand engagement and market growth



Strategic Marketers

Passionate about shaping compelling narratives and impactful campaigns.



Digital Growth Leaders

Interested in experimentation, analytics, and funnel optimization.



Aiming to launch or scale digital-first ventures or ecommerce brands.



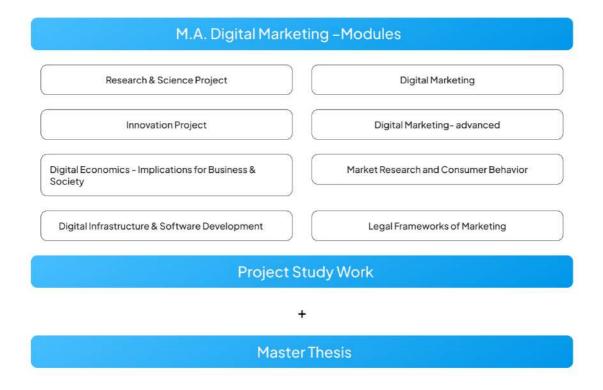
Creative Technologists

Skilled at blending data, design, and tech for digital experience mastery.



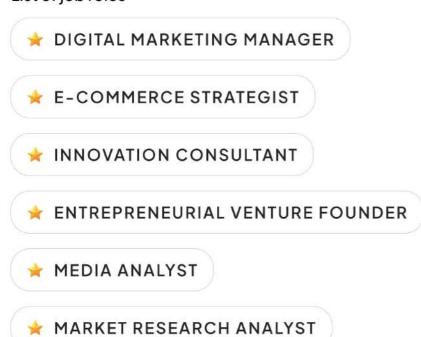
What You'll Learn - Curriculum Overview

Understand Behavior, Influence Organizations, Lead Change



Career Prospects

List of job roles





Admission Requirements

- Educational Background Bachelor's degree or equivalent
- Language requirements : English proficiency demonstrated by one of the following: IELTS: 6.0, PTE: 56, TOEFL: 80, Duolingo: 100, Cambridge Advanced or Proficiency
- WORK EXPERIENCE None required
- DOCUMENTS An updated CV, An official copy of your university certificate, An academic transcript
- Specialized or Additional Requirements If your degree is in another field, you may have to complete additional Pre-Master Courses with us





