

Contact us for application assistance

✉ studentadvisory@steinbeis-next.de

 **20%**

Scholarship Available

Steinbeis University - Schools of Next Practices

M.Sc. | Business Management Digital Marketing (On Campus)



Master the Art of Strategic Digital Engagement

With the digital landscape evolving rapidly, businesses need professionals who can drive growth through innovative digital marketing strategies. This program prepares you to lead campaigns, optimize data-driven decisions, and build powerful digital brands that thrive in the global market.



Global digital ad spend projected at \$526 billion in 2024 (Statista)



of marketers say data analysis improves campaign performance



seek omnichannel and content-first marketers



paid media, analytics & e-commerce are top in-demand skills

PROGRAM OVERVIEW & TUITION DETAILS



Program Overview



Degree
Master of Science



University
Steinbeis University – Schools of Next Practices



Location
Berlin, Germany



Credit
120 ECTS



Language
English



Study Type
Full-Time



Duration
24 Months



Intake
Jan – Apr – Jul – Oct

Tuition Fees

Free one-year German language course with Lingoda

Per Semester	Total Payment
EUR 5,950.00	EUR 23,800.00

Additional: €250 Admission Fee + €250 Examination Fee



Key Modules Overview

Year 1 & 2 (Core Business + Digital Strategy & Marketing Track):

- Artificial Intelligence in Marketing
- Digital Marketing (Basic & Advanced)
- Market Research & Consumer Behavior
- Digital Economics – Business & Society
- Entrepreneurship
- Legal Frameworks of Marketing
- Digital Infrastructure & Software Development
- Marketing Innovation Project
- Transfer Project & Master Thesis

Our curriculum allows for not only theory learning but also real world application.



Why choose this program?

- ☑ Deep-dive into performance marketing, SEO, and paid ads
- 🧠 Blend of tech, psychology & business for digital impact
- 🌐 Learn in Berlin with exposure to international campaigns
- 🎓 Hands-on projects + access to top marketing tools & trends

Admission Requirements

What are the requirements to enroll?

-  **Minimum 3-year business-related bachelor's degree**
-  **Final Degree Certificate + Transcript (in English or notarized translation)**
-  **English Proficiency – Minimum B2 level**
 - IELTS 6.0
 - TOEFL iBT 80 / Paper 500 / Computer 170
 - Cambridge Advanced or Proficiency
-  **Updated CV**



Join fast-growing digital teams at:



Deloitte.

Career Prospects

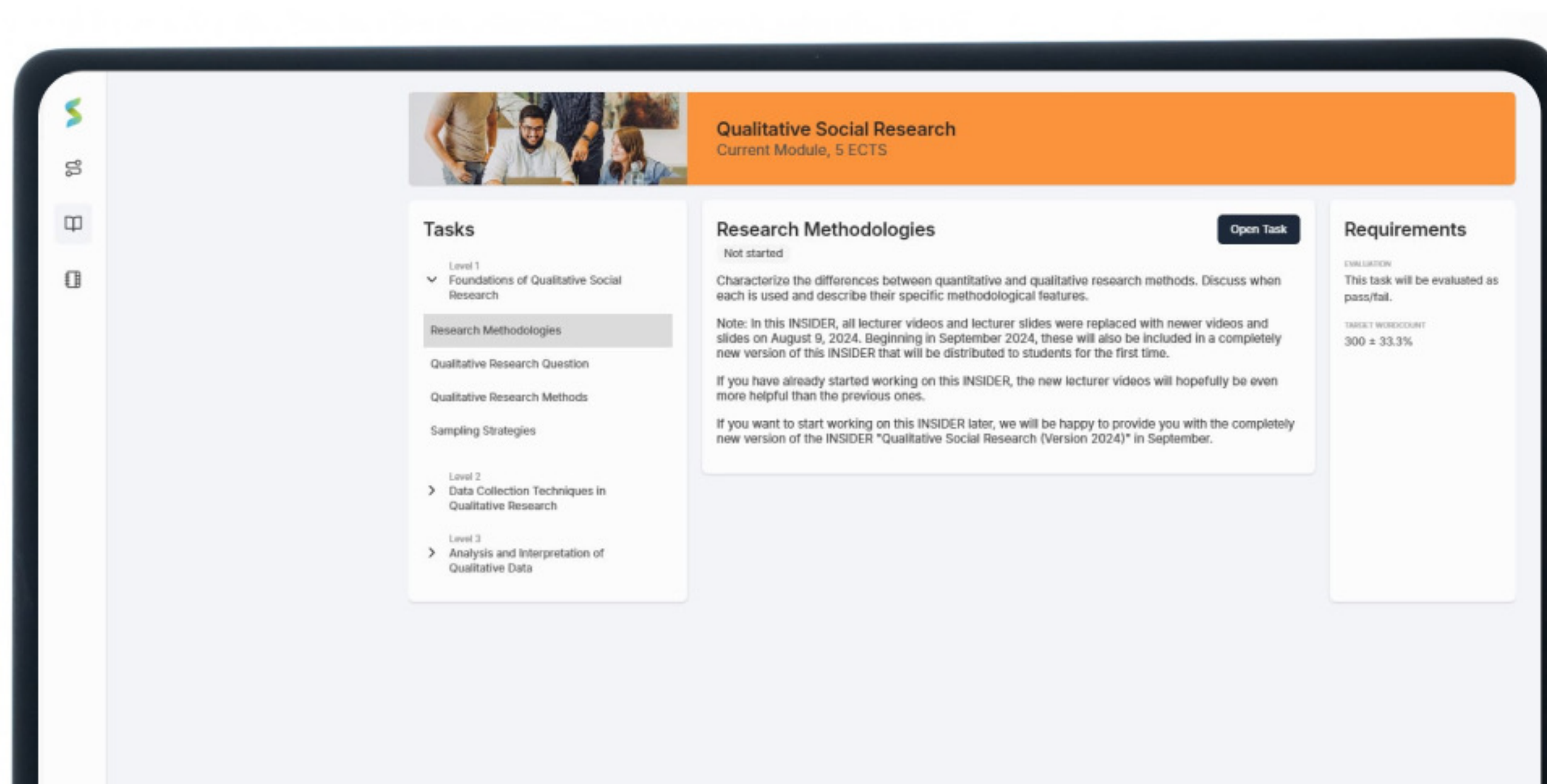
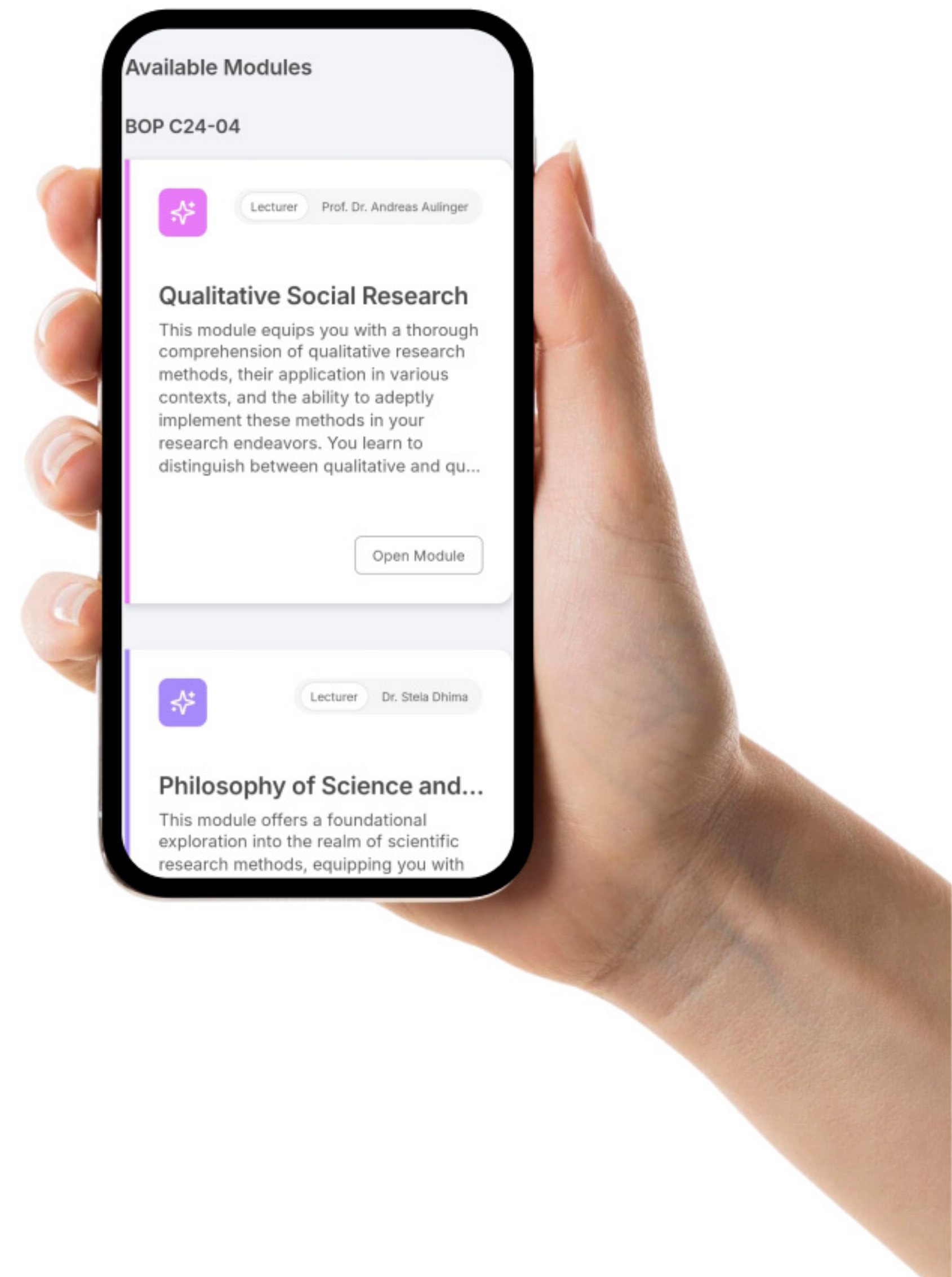
-  Digital Marketing Consultant
-  SEO/SEM Specialist
-  E-Commerce Manager
-  Paid Advertising Strategist
-  Social Media Manager
-  Director/Head of Marketing
-  Digital Analytics Manager

The Insider Platform

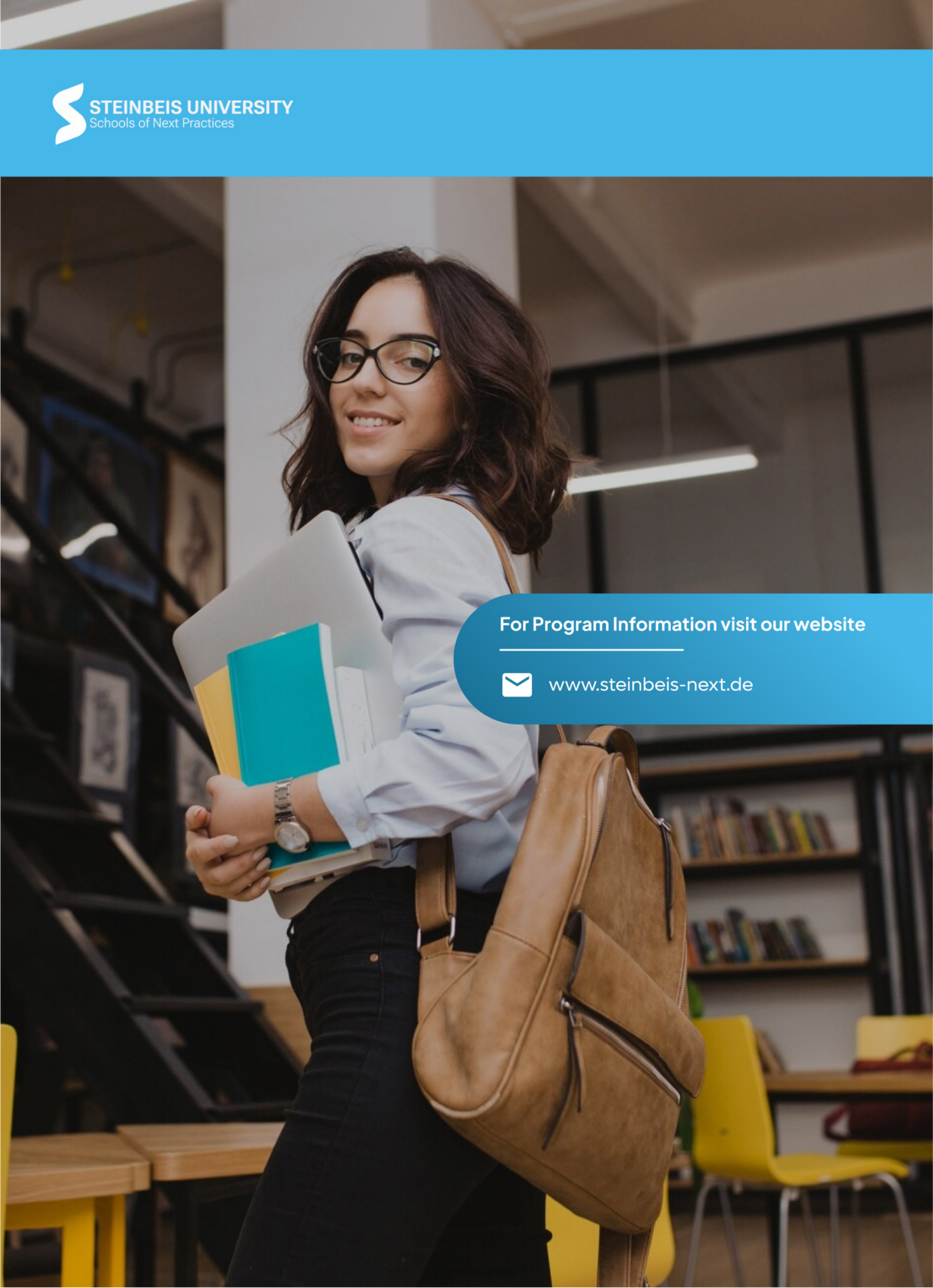
Your gateway to smarter, flexible, and efficient learning.

The INSIDER Platform, developed by S-Next's CEO, Prof. Dr. Mario Vaupel, provides an efficient way for students to access modules, materials, and assignments. It also simplifies grading and evaluation for lecturers, enabling students to learn and progress from anywhere.

To enhance the experience, we launched a mobile and web app in February 2024, making it easier to access course modules via PC, tablet, or smartphone. The interface is intuitive and designed to guide students through their learning path with ease.







For Program Information visit our website



www.steinbeis-next.de