

 **Up To 30%**

Scholarship Available



Steinbeis University - Schools of Next Practices

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



Master the Art of Strategic Digital Engagement

Our program equips students with the knowledge and skills to navigate the complex digital landscape and leverage digital marketing strategies to achieve business objectives. With a focus on data-driven decision-making and consumer insights, students learn to analyze digital marketing metrics and optimize campaigns for maximum impact and ROI. Our graduates will emerge as strategic digital marketers capable of developing and executing comprehensive digital marketing strategies that drive brand awareness, engage audiences, and generate leads.

 \$526

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

 74%

of marketers say data analysis improves campaign performance

 Brands

seek omnichannel and content-first marketers

 SEO

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



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

Per Semester

EUR 5,950.00

*Additional: €250 Admission Fee + €250 Examination Fee



Key Modules Overview

Year 1 & 2 (Core Modules + Specialization Modules):

- 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.



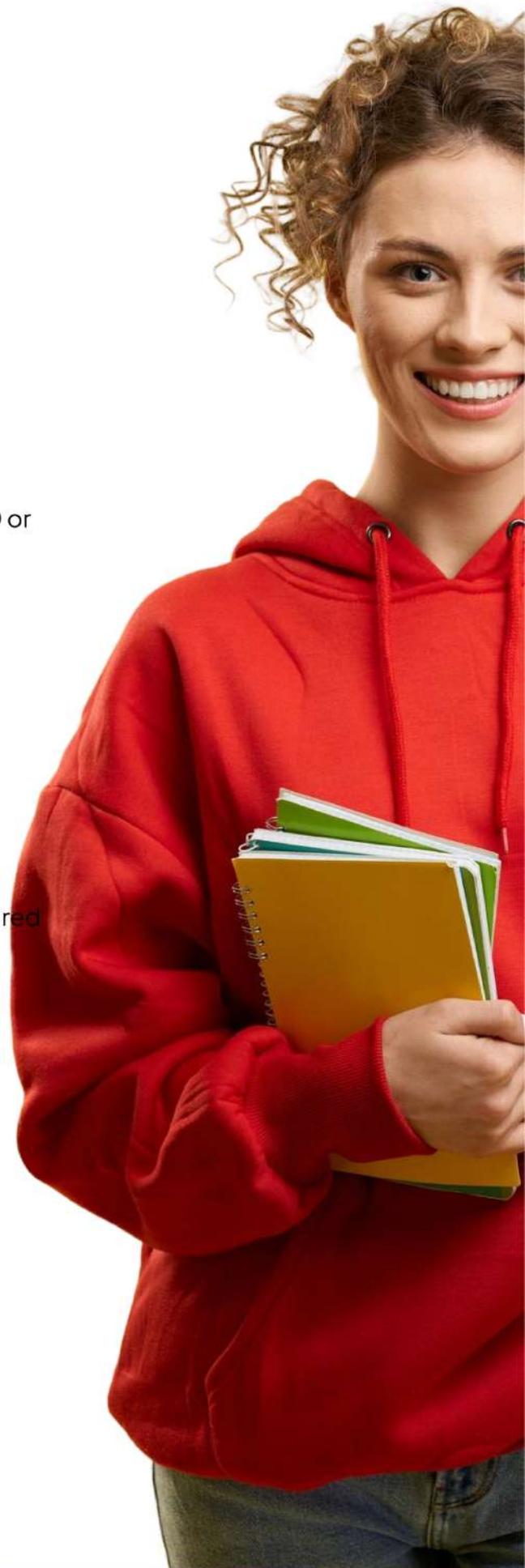
Why choose this program?

- ☑ 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?

-  **Educational Background**
A bachelor's degree or equivalent
-  **Language requirements**
English proficiency demonstrated through standardized tests: IELTS: 6.0 or PTE: 56 or TOEFL: 80 or Duolingo: 100 or 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**
Depending on the student's area of study during your Bachelor, Pre-Master preparation modules may be required

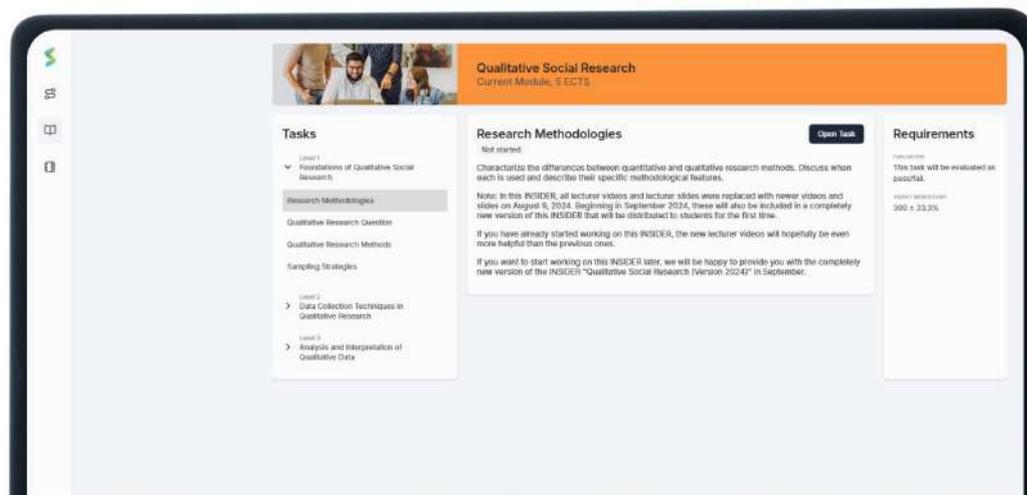
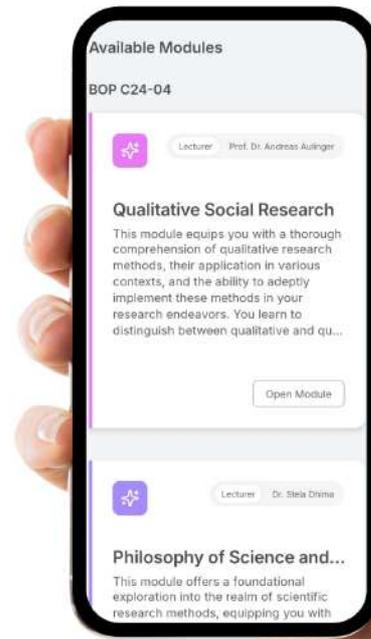


The Insider Platform

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.



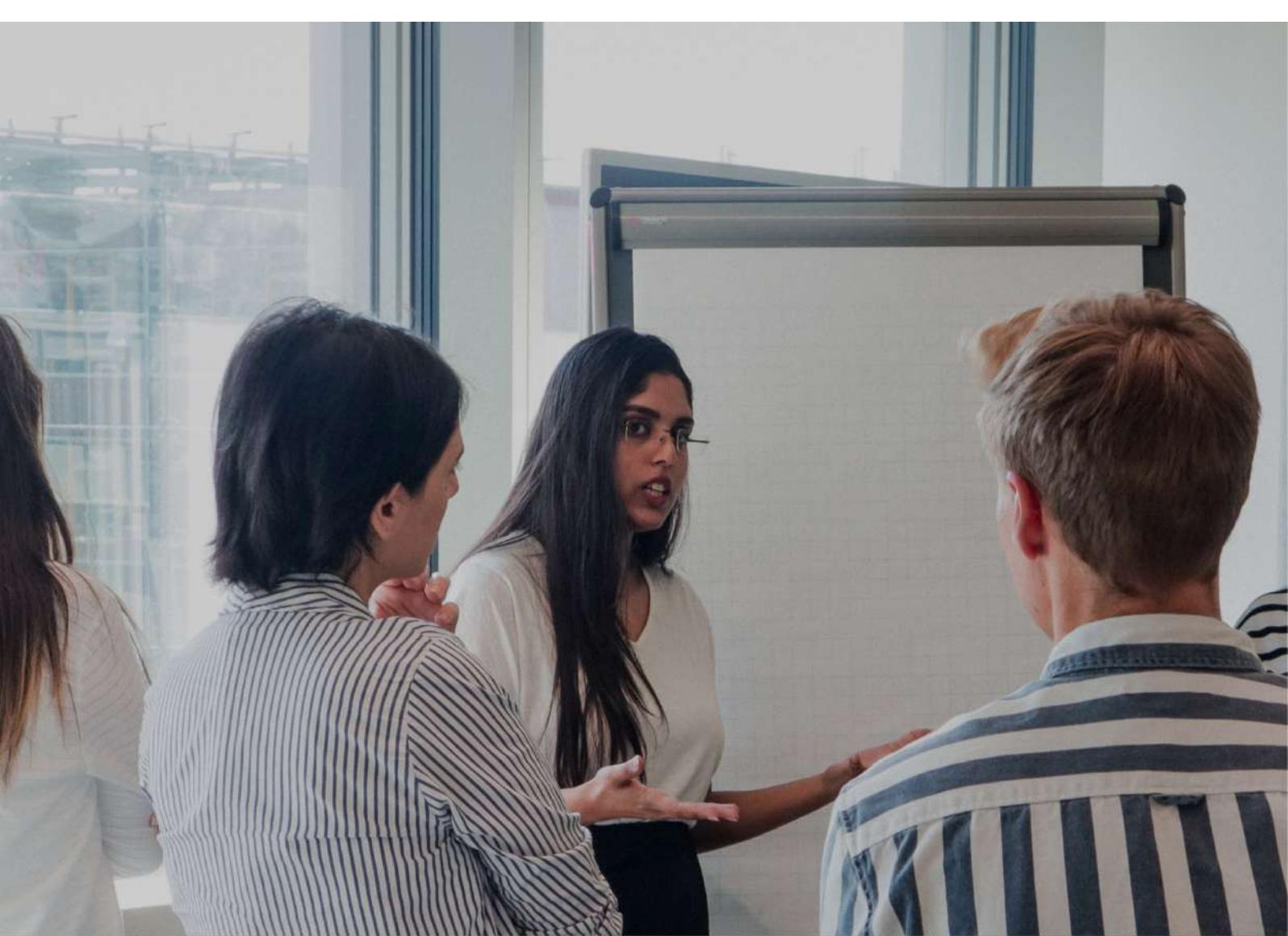
Join fast-growing digital teams at:

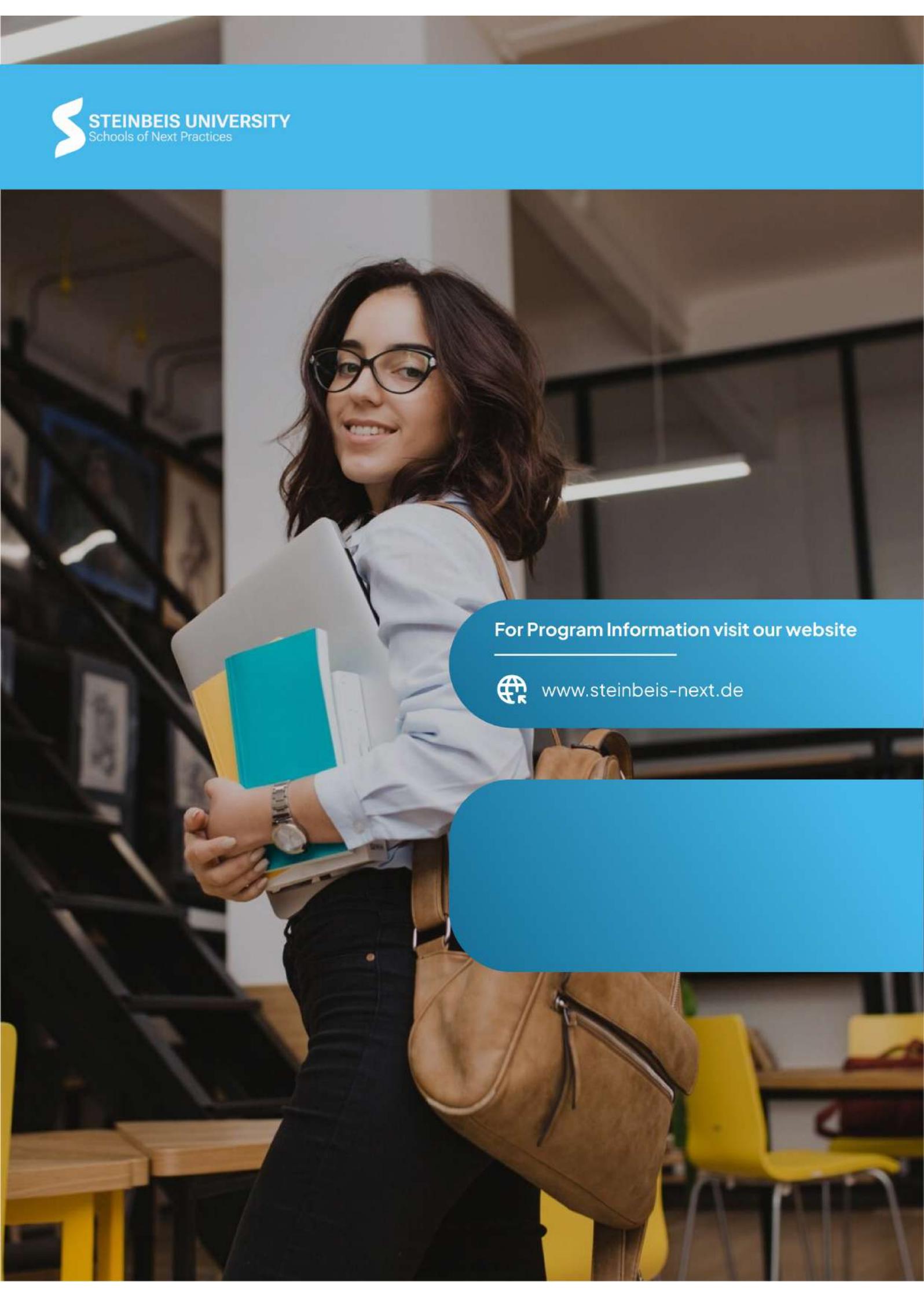


Deloitte.

Career Prospects

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





For Program Information visit our website



www.steinbeis-next.de