

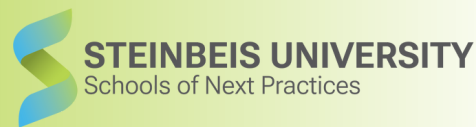


On-Campus

MA

DIGITAL MARKETING

TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY



Duration
12 months



Study Type
Full-time



Credit
60 ECTS



Location
Berlin



Language
English



Start Date
2024 - November
2025 - Jan, Mar, May, Jul, Sep,
Nov



In today's rapidly evolving business environment, the demand for skills in innovation and agile management is skyrocketing. According to the 2023 Digital Maturity Report, organizations with 'very high' digital maturity are three times more likely to exhibit transformative resilience. As economic uncertainties persist, companies are actively seeking leaders who can adeptly navigate these changes and drive transformative growth.

Our Master's in Digital Marketing program is meticulously designed for forward-thinking individuals, seamlessly integrating theoretical knowledge with hands-on practical experience in cutting-edge disciplines. Elevate your career prospects with a curriculum tailored to meet the demands of the ever-evolving digital landscape. This program ensures that you not only stay ahead but thrive in the dynamic realm of digital marketing.

Your Career Prospects

What could be the job you get after graduating?

The career prospects for graduates from this master's program are diverse and promising. Upon completion of the program, graduates can pursue a wide range of career opportunities in various industries and roles. Some potential career paths include:

- Digital Marketing Manager
- Innovation Consultant
- Media Analyst
- Market Research Analyst
- E-commerce Strategist
- Entrepreneurial Venture Founder

Your Profile

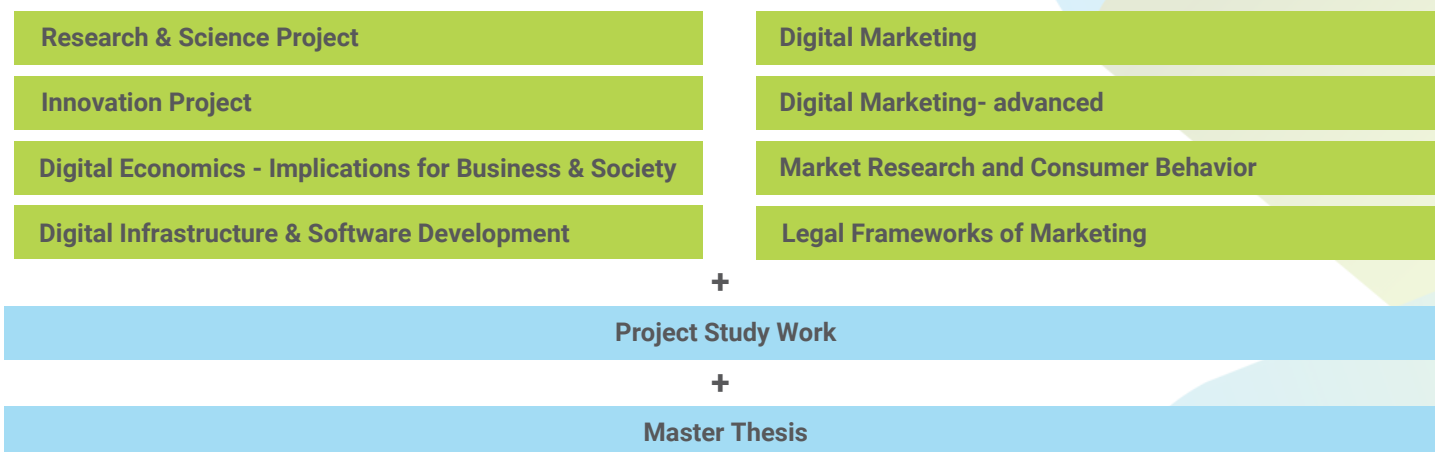
For whom is this program made?

Our M.A. in Digital Marketing is designed for professionals at the intersection of technology, entrepreneurship, and societal impact. It's ideal for aspiring leaders driving innovation within the digital realm, as well as visionaries ready to influence the future trajectory of businesses in a rapidly changing technological world

Your Modules

What is the content of your study?

The M.A. in Digital Marketing offers a comprehensive curriculum that encompasses key modules designed to equip you with the skills and knowledge needed to thrive in today's workforce.



Admission Requirements

To begin your journey in our M.A. program, please ensure you fulfill and submit the necessary documents outlined below:

- Min. 4-year business-related* bachelor's degree (min. 210 ECTS**)
- Final degree certificate and transcript (in English, or officially notarized in English)
- English proficiency certificate (IELTS 6.0 / PTE 56 / TOEFL 80 / Duolingo 100 / Cambridge Advanced or Proficiency)
- Latest updated CV

* Students coming from a non-business background will have to complete the Steinbeis Pre-Masters to earn an additional 15 ECTS during the first 9 months of their studies

** Students without 240 ECTS will be required to complete additional courses during the first 9 months of their studies

Tuition Fees***

Per Semester	Per Year
EUR 6,450.00	EUR 12,900.00

***Excl. **EUR 250** matriculation fee + **EUR 250** examination fee

Up to 40%*
Scholarships
Available!

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