



On-Campus

MSc in Business Management

DIGITAL MARKETING

TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

As digital technologies continue to reshape the business landscape, organizations increasingly rely on digital marketing strategies to connect with customers and drive growth. According to Statista, global digital advertising spending is projected to reach \$526 billion by 2024, highlighting the immense growth and importance of digital marketing.

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.

Your Profile

For whom is this program made?

Our M.Sc. Business Management program specializing in Digital Marketing is tailored for individuals who are passionate about leveraging digital channels to drive business success. This program is ideal for marketing enthusiasts, entrepreneurs, business professionals, marketing professionals who want to advance in their careers, as well as recent graduates looking to gain specialized expertise in digital marketing to stand out in the job market and kickstart their careers.

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

Your Specialization Modules

What customized study content lies ahead?

Here is the overview of our comprehensive curriculum that covers the essential topics of Business Management. The foundation modules are complemented by specialization modules in Digital Marketing, as well as the Transfer Project and Master Thesis.

M.Sc. Business Management Foundation Modules

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Specialization Modules - Digital Marketing

Artificial Intelligence

Digital Economics - Implications for Business & Society

Digital Infrastructure & Principles of Software Development

Entrepreneurship

Legal Frameworks of Marketing

Digital Marketing

Digital Marketing - advanced

Market Research & Consumer Behavior

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Transfer Project and Master Thesis

Tuition Fees**

Per Semester	Per Year	Total Payment
EUR 5,950.00	EUR 11,900.00	EUR 23,800.00

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

Up to 40%*
Scholarships
Available!

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