

 **Up To 40%**

Scholarship Available



**Digital
Marketing**

M.A | ONLINE

Digital Marketing



Program Overview

Master Digital Marketing Online - Acquire advanced skills in digital storytelling and marketing analytics from anywhere in the world.

 12 months

 Online

 Jan, Apr, Jul, Sep, Nov

 English

 Full-Time | 60 ECTS

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?

Designed for future-focused professionals fascinated by human behavior in digital environment



Strategic Marketers

Passionate about shaping compelling narratives and impactful campaigns.



Digital Growth Leaders

Interested in experimentation, analytics, and funnel optimization.



Entrepreneurial Builders

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

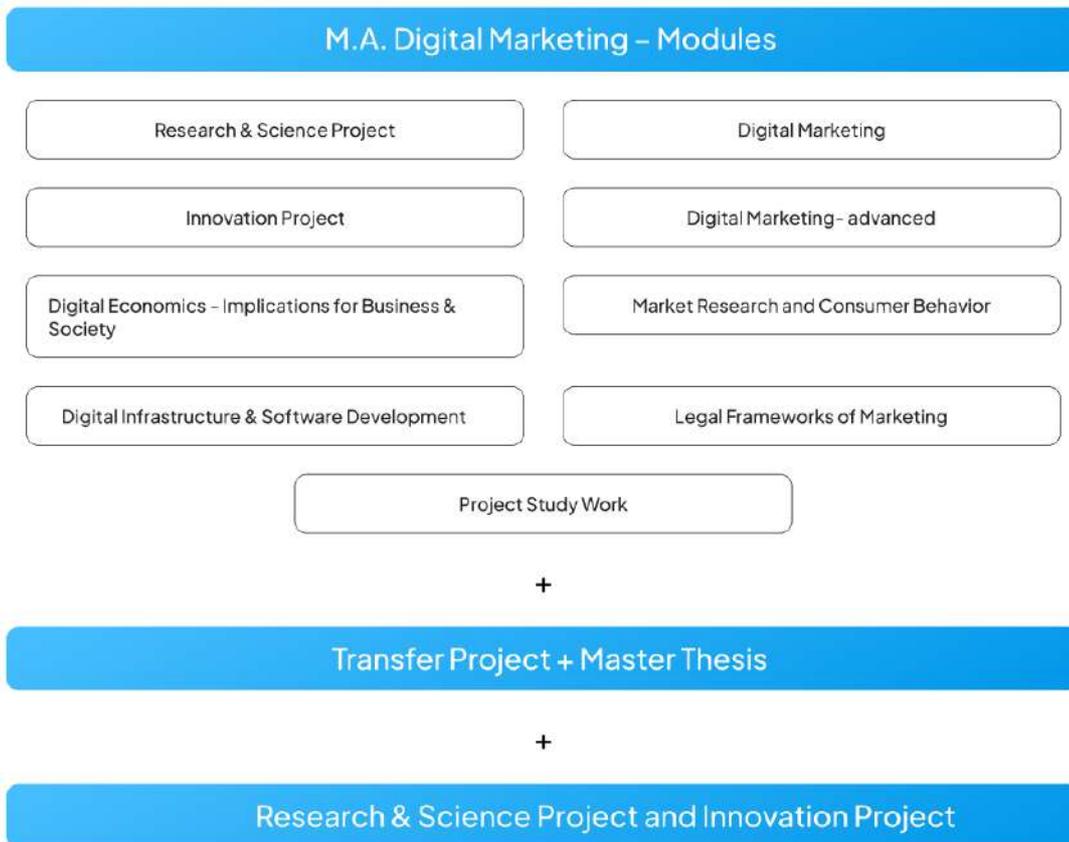


Creative Technologists

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

What You'll Learn – Curriculum Overview

Understand Behavior, Influence Organizations, Lead Change



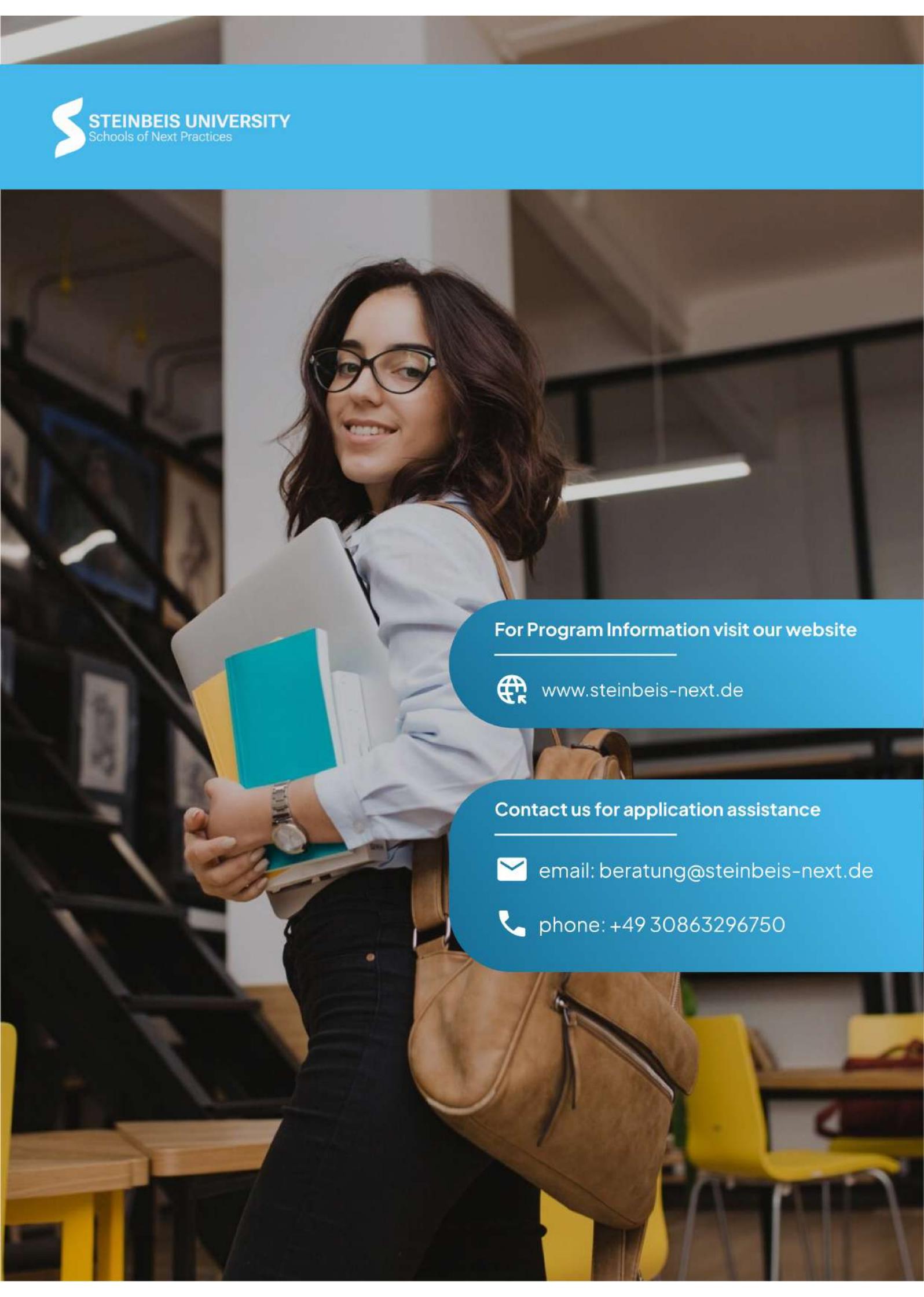
Career Prospects

List of job roles

- ★ DIGITAL MARKETING MANAGER
- ★ INNOVATION CONSULTANT
- ★ ENTREPRENEURIAL VENTURE FOUNDER
- ★ MARKET RESEARCH ANALYST
- ★ E-COMMERCE STRATEGIST
- ★ MEDIA ANALYST

Admission Requirements

-  **Educational Background**
Bachelor's degree or Min. 240 ECTS
-  **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



For Program Information visit our website



www.steinbeis-next.de

Contact us for application assistance



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