

 **Up To 40%**
Scholarship Available

Steinbeis University - Schools of Next Practices

M.Sc. | **Business Management Digital Marketing (Online)**



Strategize, Engage, Convert: Master Digital Marketing for the Future

The Digital Marketing specialization equips 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 digitalmarketing strategies that drive brand awareness, engage audiences, and generate leads

 **\$526**

Global digital ad spend to hit \$526 billion by 2024 (Statista)

 **Digital**

marketers are among the most in-demand professionals globally

 **AI**

and data analytics are revolutionizing campaign targeting

 **90%**

of brands report ROI increase from digital-first strategies

DIGITAL MARKETING

Program Overview



Degree
Master of Science



University
Steinbeis University - Schools of Next Practices



Location
Online



Credit
120 ECTS



Language
English



Study Type
Online



Duration
24 Months



Intake
Jan - Mar - May - Jul - Sep - Nov

Tuition Fees*

Free one-year German language course

Per Month

EUR 373

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



Key Modules Overview

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

- Artificial Intelligence for Marketing
- Digital Marketing (Basic & Advanced)
- Market Research & Consumer Behavior
- Digital Economics & Society
- Digital Infrastructure & Software Principles
- Legal Frameworks of Marketing
- Entrepreneurship
- Transfer Project & Master Thesis

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



Why choose this program?

-  Learn to design and execute integrated digital campaigns
-  Get hands-on with marketing metrics, SEO, content, and analytics
-  Stay ahead with AI, MarTech, and consumer psychology
-  Scholarships, mentorship, and flexible learning for professionals

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

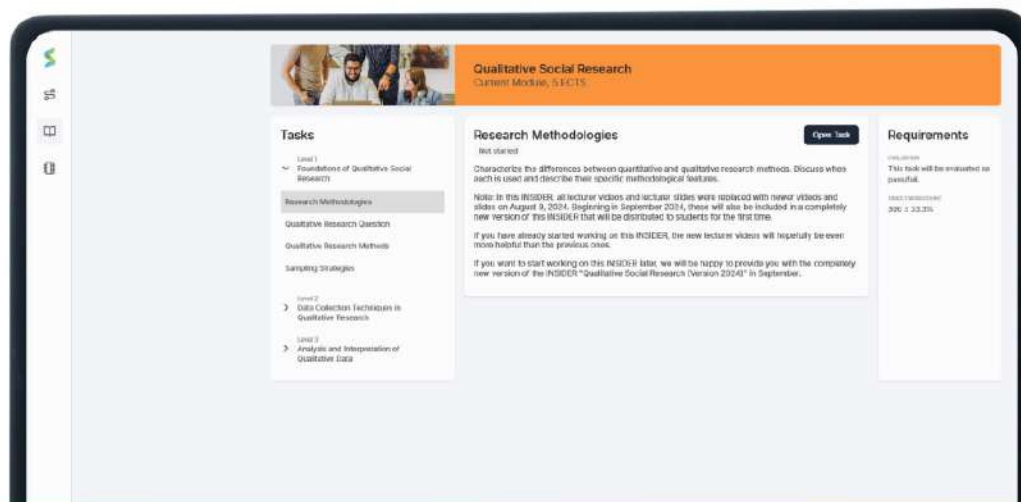
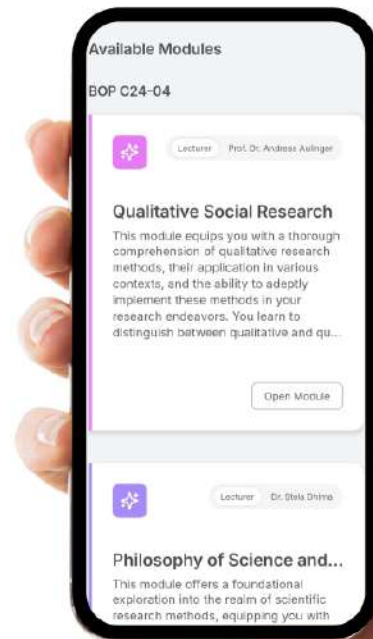


The Insider Platform

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.



Shape the digital voice of leading brands like:

**BMW
GROUP**



HUGO BOSS

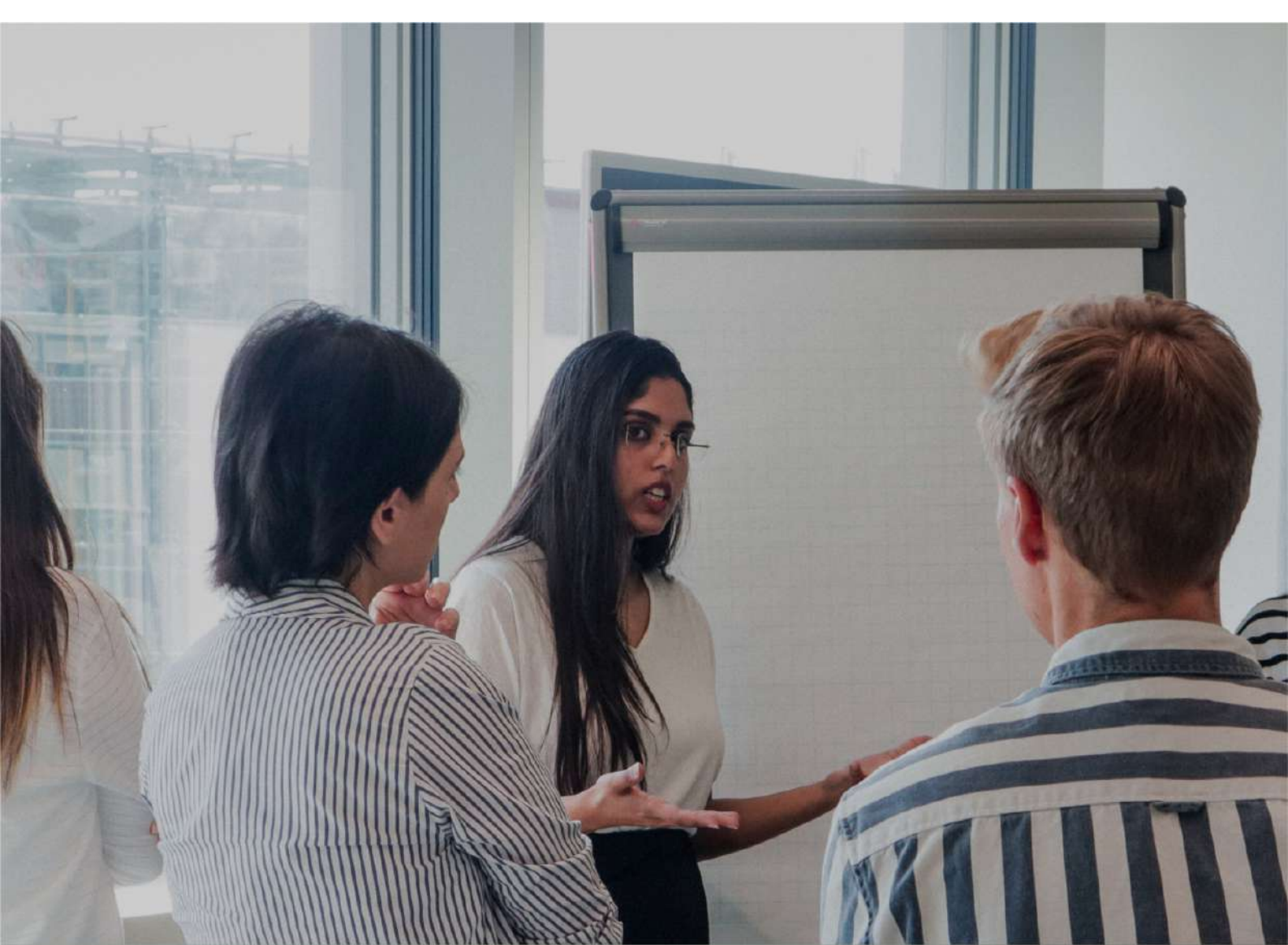


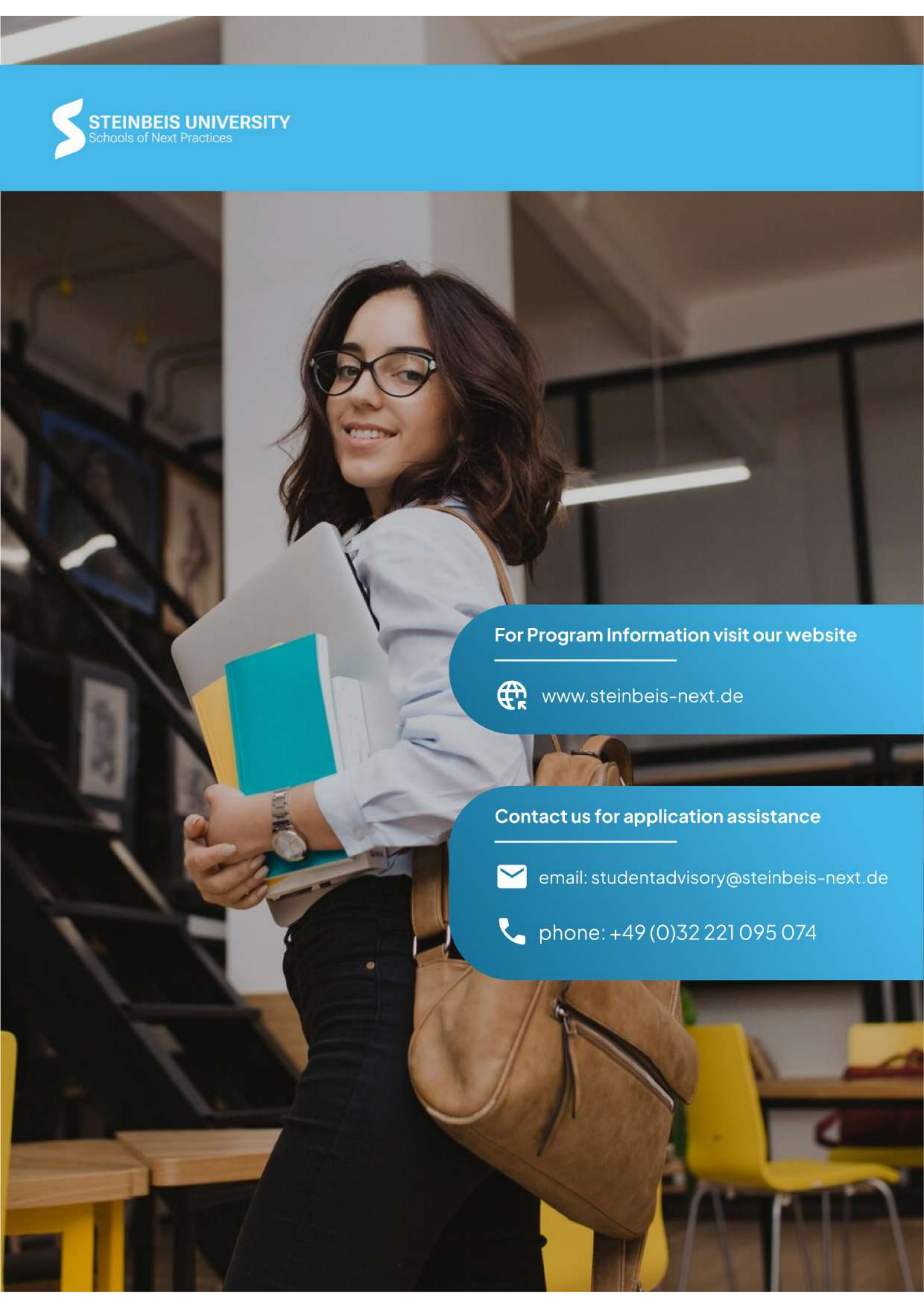
KION
GROUP



Career Prospects

-  Digital Marketing Manager
-  Content Strategist
-  SEO/SEM Specialist
-  Social Media Manager
-  Marketing Analyst
-  E-commerce Consultant
-  Growth Marketing Lead
-  Entrepreneur in Digital Business





For Program Information visit our website



www.steinbeis-next.de

Contact us for application assistance



email: studentadvisory@steinbeis-next.de



phone: +49 (0)32 221 095 074