

 **Up To 20%**

Scholarship Available



**Digital
Marketing**

M.A. | ON CAMPUS

Digital Marketing

Program Overview

Master Digital Marketing On-Campus — Prepare to excel in the dynamic digital marketing landscape.

 12 months

 Berlin

 Jan/Apr/Jul/Oct

 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?

Candidates who are creative and analytical, eager to harness digital technologies and innovative strategies to drive brand engagement and market growth



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.

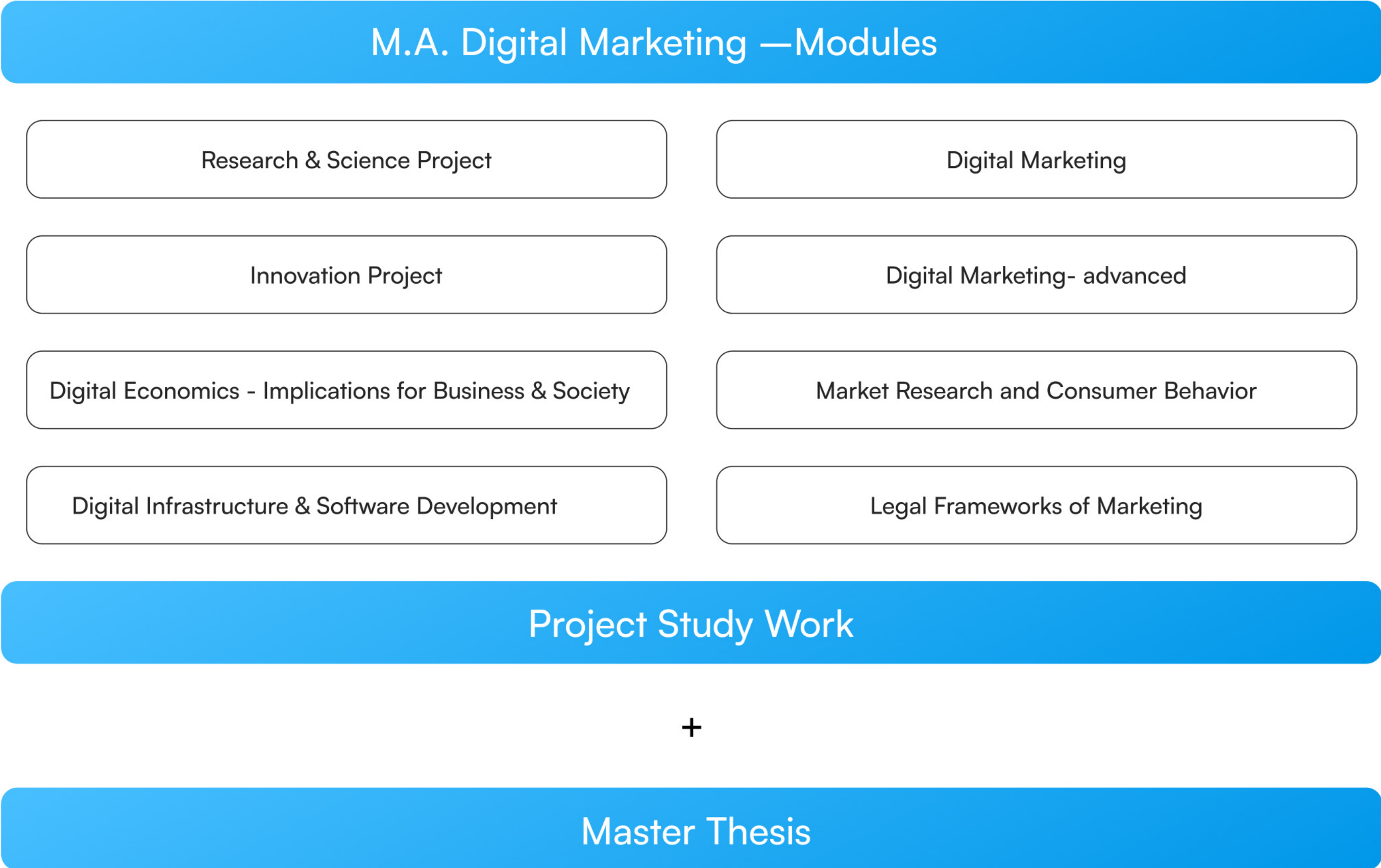


Creative Technologists

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



Admission Requirements

-  **Educational Background**
Bachelor's degree or equivalent
-  **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

Tuition Fees

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

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

For Program Information visit our website



www.steinbeis-next.de

Contact us for application assistance



studentadvisory@steinbeis-next.de