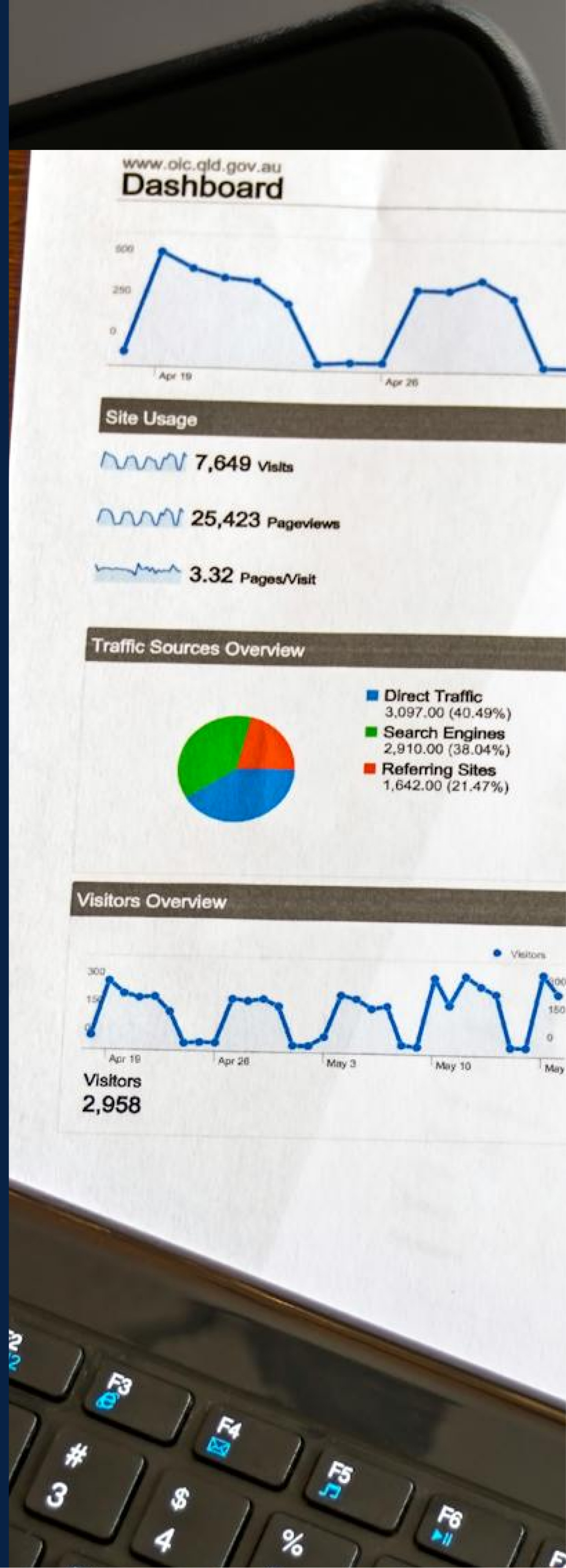


 **Up To 30%**

Scholarship Available

MBA | ON-CAMPUS

# Digital Marketing







# Turn Your Dreams into Careers in Germany







Master Digital Strategy. Lead the Marketing of Tomorrow.

*The future of marketing is digital — and it’s already here.*

Our MBA Digital Marketing empowers you to:

-  Design and manage high-impact campaigns across digital channels
-  Leverage data to optimize customer experiences and conversions
-  Position brands for success in a tech-first marketplace

## Quick Facts

-  18 months
-  Berlin
-  90 ECTS
-  English
-  Full - time
-  Jan, Apr, July, Oct



# Is This MBA Right for You?

This program is perfect if you're:



Marketing professionals scaling up for the digital era



Entrepreneurs building powerful online brands



Professionals from non-marketing backgrounds shifting into digital roles



Consultants and strategists looking to lead with data-driven insights

## Career Prospects

List of job roles



DIGITAL MARKETING MANAGER



SEO/SEA SPECIALIST



CONTENT MARKETING MANAGER



DIGITAL BRAND MANAGER



E-COMMERCE MANAGER



DATA ANALYTICS SPECIALIST



DIGITAL PROJECT MANAGER

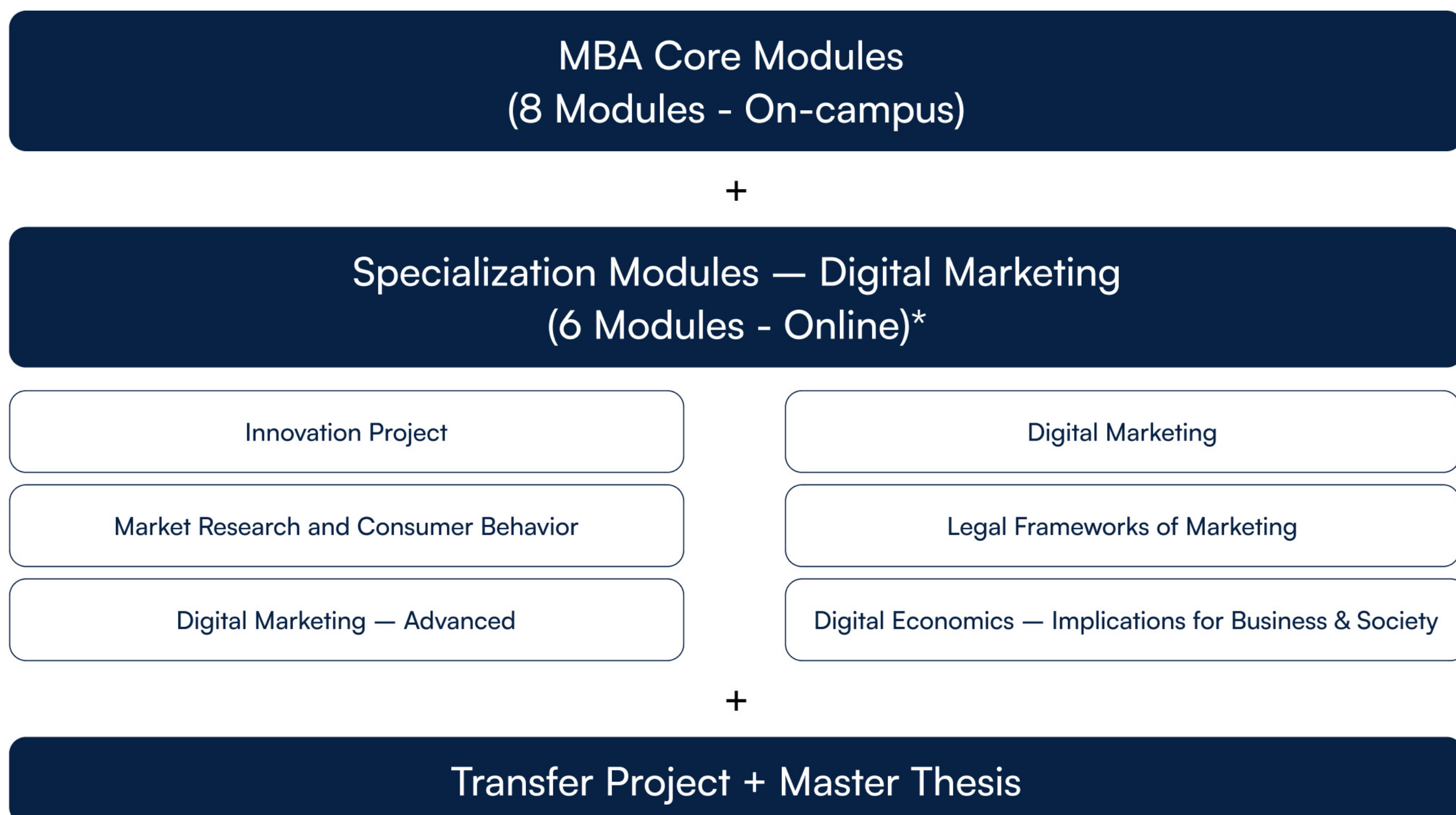




# Specialization Modules

Here is the overview of our comprehensive curriculum that covers the MBA's essential topics.

- The foundation modules are complemented by the specialization modules of Management & Innovation
- Transfer Project and Master Thesis.



## Campus Option for Digital Marketing Students

### Special Opportunity:

Some of your specialization modules may be available on-campus as they are part of other on-campus programs.

### Terms & Conditions:

- This is an OPTION, not a guaranteed right
- We cannot guarantee that the exact modules you need will be offered on-campus during your second or third semester
- Module availability depends on semester scheduling
- You will know which modules are available on-campus by reviewing the study plan presented on campus



# Admission Requirements

## Educational Background

A 3—4 years bachelor's degree or a 2-year bachelor's degree or a successfully completed high school education (for this pathway, an additional S-Next university entrance test is required)

## 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:

A 3—4 years bachelor's degree: 2 years of work experience, For a 2-year bachelor's degree: 7 years of work experience, For high school education (plus entrance test pathway): 10 years of work experience

## Documents:

An updated CV, An official copy of your university certificate, An academic transcript, Work experience certificates

## Specialized or Additional Requirements

Completion of the S-Next university entrance test (required for candidates with only high school education)

## Tuition Fees

Per Semester	Total Payment
EUR 7,266.67	EUR 21,800.00





For Program Information visit our website



[www.steinbeis-next.de](http://www.steinbeis-next.de)

Contact us for application assistance



[studentadvisory@steinbeis-next.de](mailto:studentadvisory@steinbeis-next.de)