



# Digital Marketing

MSc | TRANSNATIONAL

# Digital Marketing

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# Program Overview

M.Sc. in Business Management — Digital Marketing  
Strategize, innovate, and lead in the evolving digital marketing world.

 **2 Years**  
(1 year online, 1 year on-campus)

 **Transnational**

 **Jan, Mar, May, Jul, Sep, Nov**

 **English**

 **120 ECTS**

## Why Study Digital Marketing at Steinbeis?

- Master cutting-edge digital marketing techniques and platforms.
- Learn to analyze consumer behavior and optimize digital campaigns.
- Drive brand engagement and ROI through data-driven strategies.
- Become a key player in a \$526 billion global digital economy.







## 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.



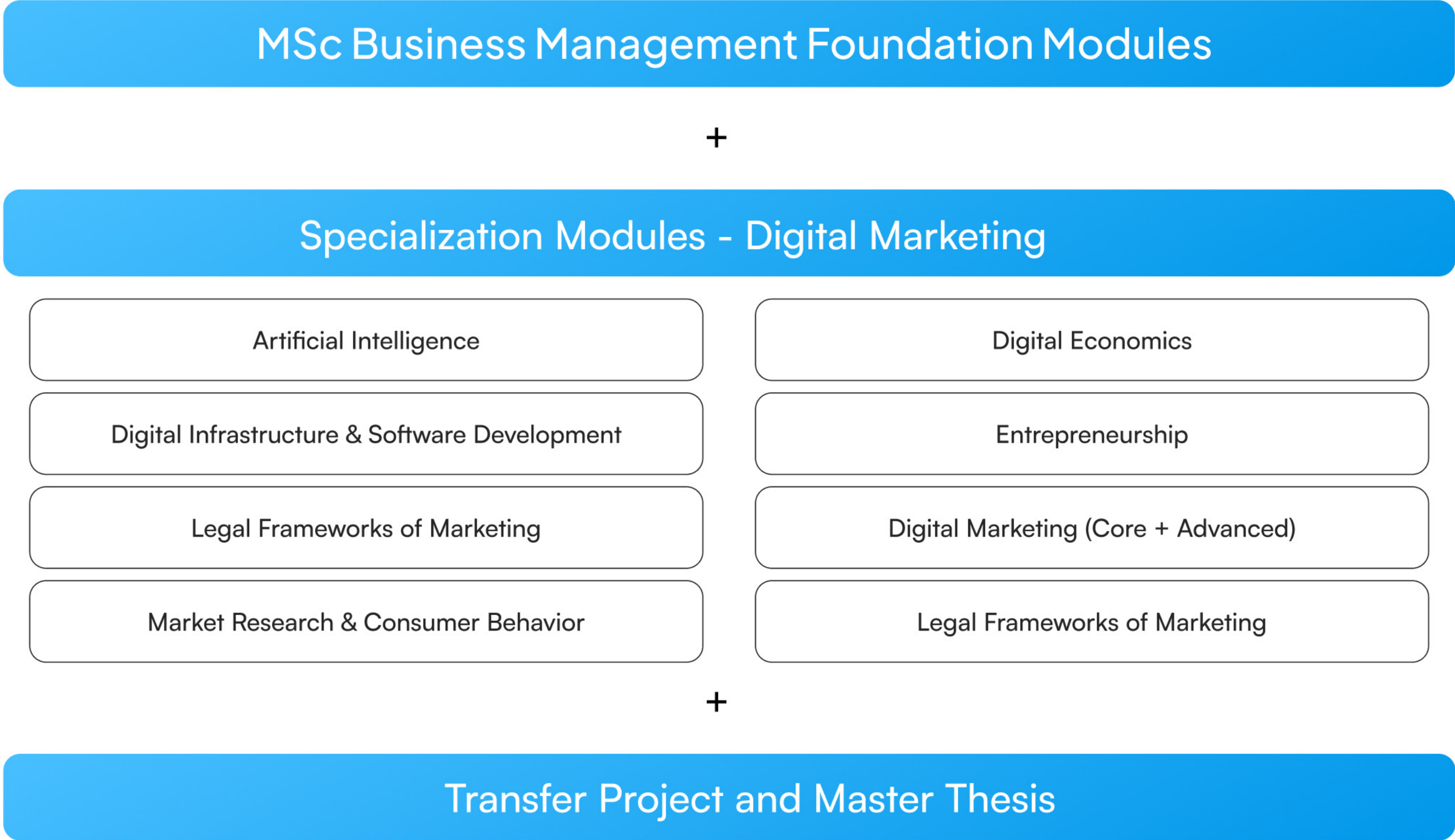
### Creative Technologists

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



# What You'll Learn – Curriculum Overview

Build digital marketing expertise remotely








## 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**  
A 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**  
Depending on the student's area of study during your Bachelor, Pre-Master preparation modules may be required

## Tuition Fees

Per Semester	Per Year	Total Payment
EUR 3,749.75	EUR 7,499.50	EUR 14,999.00

\*Excl. €250 matriculation + €250 exam fee



For Program Information visit our website

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

Contact us for application assistance

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