



srh



SRH Berlin University of Applied Sciences  
Berlin School of Management

**International Business Administration:  
Digital Marketing | B.A.**

**Experience  
Track and  
Fast Track**

# Our Unique Curriculum for You

This focus programme will give you a comprehensive understanding of international business administration and specific marketing skills to succeed in today's marketplace. Hands-on projects teach you everything from brand management to international business law. The flexible curriculum prepares you realistically for a career in digital marketing.

## Competencies and Curriculum

- AI in Marketing
- Investment Management and Corporate Governance
- Creative Thinking
- Learn German or Spanish



### Semester 1

Digital Marketing

Principles of International Management

Accounting

Get ready for tomorrow, today: Creativity and innovations

Applied Business Mathematics

Languages I (German or Spanish)

### Semester 2

Digital Consumer Insights: Getting to know the customer

Principles of Economics

Digital Business I: Applied Business Information Systems

Digital Business II: Digital Website Project

Statistics I

Languages II (German or Spanish)

### Semester 3

Management Accounting

International Business Law

Finance and Investment Management

Start-up and Entrepreneurial Mindset

Statistics II

Languages III (German or Spanish)

### Semester 4

Brand Management

Leadership

Online Marketing OR Econometrics

Lab Project

Advanced Brand Management - Developing a Brand

Communication

### Semester 5

Artificial intelligence – The Future of Marketing

Digital Business Simulation

Research Transfer

Study Project

Business Research Methods

Career Coaching

### Semester 6

*International Experience Track:* Internship or Study Abroad

### Semester 7

Internship

Academic Writing

Bachelor's Thesis

**Please note:** "Fast Track" students skip the International Experience Semester and complete the programme in six semesters.

For students starting in April, the International Experience Semester takes place in the 3rd semester.

## Your Future Career

As a graduate, you possess a solid education in economics and can solve complex problems independently and efficiently. You support international companies in marketing-related areas such as product management, strategic orientation or audience-oriented consulting.

## Your Success Is Our Mission

- Globally recognized and renowned degree program (state accredited)
- Fundamentals of business administration and innovative subjects
- Holistic and hands-on approach to learning
- Personal assistance at our Career Service
- Choose additional courses at other schools such as design or engineering
- Compatible with the best business administration master's programs in Germany and the world
- Complete a semester abroad at one of our partner universities
- Students from 100+ countries provide international flair

## Financing Your Studies

- Find support with student loans such as Daka Berlin: Repay your loan only when you are employed and earn a certain income.
- Education funds such as the SRH Berlin Bildungsfonds from Brain Capital or the Bildungsfonds from Chancen eG also provide financial help: When you start working and have a fixed minimum income, you pay back a percentage of your salary.
- Additionally, there is Bafög and various other scholarships. Find more information on our website.

**»Social competence is one of the essential qualities that supported me in my start-up phase. Studying at SRH allowed me to gain experience as an independent entrepreneur parallel to my studies.«**

# Key Facts and Figures

## Start

April and October

## Duration

3.5 years (Experience Track)

3 years (Fast Track)

## Mode

Full time

## Credits

210 ECTS (Experience Track)

180 ECTS (Fast Track)

## Degree

Bachelor of Arts

## Language

English

## Tuition Fees (Experience Track)

EU: €690 per month

Non-EU: €4,725 per semester

## CORE Principle

Find all information on our CORE Principle here:

[www.srh-berlin.de/en/core](http://www.srh-berlin.de/en/core)



**Florian Buck**

Alumni & Founder of klickraft.de

# Bachelor's Programmes for Cosmopolitan Practitioners

## Berlin School of Management

The Berlin School of Management offers a variety of prestigious business degree programs to choose from. Studying here is unique: Our modern style of learning aims to refine your skills with practical experience and hands-on education. Our university is located in the heart of Berlin and characterized by cultural diversity. Experience a stimulating teaching and learning environment here as well as at our international partner universities.

## Entry Requirements

- General university entrance qualification (Abitur) or subject-restricted higher education entrance qualification (Fachhochschulreife)
- Alternatively: At least two years of vocational training as well as three years of work experience
- Proof of English language proficiency
- High motivation for academic success

**Any questions?**  
**We're happy to help out.**  
**Email us or give us a call.**  
**+49 30 515 650 200**  
**studyinberlin@srh.de**  
**www.srh-berlin.de/en**

## Apply Online Now

Create an account for a smooth online application – it's fast & free.

