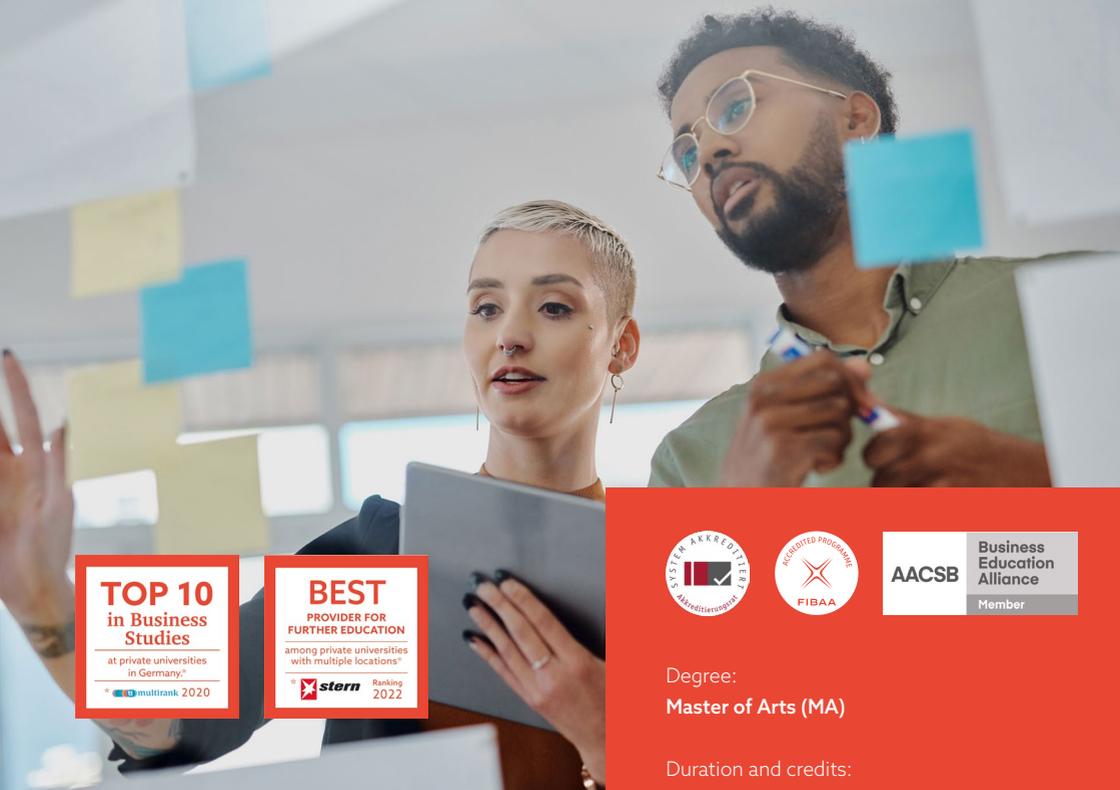


# Study **Marketing Management, MA** at the UE

Become an all-rounder in marketing, studying a course for the leaders of tomorrow.



Degree:

**Master of Arts (MA)**

Duration and credits:

**4 semesters, 120 ECTS**

**3 semesters, 90 ECTS**

**2 semesters, 60 ECTS**

Start:

**Winter semester - September**

Language:

**German & English**

Locations:

**Hamburg and Iserlohn**

Admission requirements:

- **100% completed Online application form**
- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport (scanned)**
- **Motivation letter (min. 500 words)**

## Why the UE?

Today's marketers have to think holistically in a field of work that is becoming more and more complex. To build a strong brand image, different marketing competences have to be linked. Therefore, companies need professionals with excellent analytical and strategic skills.

As a student at University of Europe for Applied Sciences (UE), we train you to be an all-rounder in marketing who is well-equipped to meet the demands of the current job market. Through case studies, practical projects and internships with top corporate partners, you will learn how communication, markets and products are interlinked. In addition, you can optimally combine your studies with a part-time job, because your lectures take place from Wednesday afternoon to Saturday evening.

**Apply now**



## Perspectives at the UE

Whether in an agency or a company, as a marketing all-rounder you combine the necessary strategic and operational know-how to lead a product or service to success with analytical and creative thinking.

Typical career perspectives are: strategic marketing, online marketing/digital marketing, performance marketing, e-commerce, brand management, product management, key account management, retail management, sales management, marketing and communication consulting, market research, customer relationship management, PR consultant, media relations manager and social media manager.

## All advantages at a glance

- Working on projects with business partners
- Supervised internship (Capstone Project)
- Unique opportunities to make contacts during your studies
- Taught by experts in science and practice
- Individual support in small study groups
- Support with applications and job placement through our Career Centre

## Short Curricula

1st semester	2nd semester	3rd semester	4th semester
<ul style="list-style-type: none"> <li>• Corporate positioning and decision processes</li> <li>• Customer centric management</li> <li>• Extended marketing management skills</li> <li>• Internal marketing and culture shaping</li> <li>• Entrepreneurial thinking and digital models</li> <li>• Contemporary leadership culture (social skills)</li> </ul>	<ul style="list-style-type: none"> <li>• Contemporary leadership culture (social skills)</li> <li>• Strategic and digital marketing</li> <li>• Data-driven marketing topics</li> <li>• Sales excellence</li> <li>• Comparative cultural studies</li> <li>• Interdisciplinary elective (e.g., IDM or ISEM)</li> </ul>	<ul style="list-style-type: none"> <li>• Capstone Project</li> <li>• Advanced research methodologies</li> <li>• Corporate social responsibility and ethics</li> <li>• Business coaching</li> </ul>	<ul style="list-style-type: none"> <li>• Master's thesis and Colloquium</li> </ul>

For more information, feel free to contact our student advisor.

# Contact

## **Student Admissions for enquiries from applicants and prospects from Germany**

Contact number: +49 (0)30 338 539 710

E-Mail address: [study@ue-germany.com](mailto:study@ue-germany.com)

## **Student Advice for enquiries from applicants and prospects from other EU and NON-EU countries:**

Contact number: +49 (0)30 338 539 510

E-Mail address: [student.advice@ue-germany.com](mailto:student.advice@ue-germany.com)