

**Full-time  
on Campus  
in Germany**

Study Programme:

# Master of Arts International Marketing

## Why study Master of Arts in International Marketing?

Advancing digitalisation and internationalisation are opening up new opportunities for companies in the global marketplace. At the same time, this results in challenges to develop innovative and customised marketing and sales strategies. As a result, there is a high demand for professionals with international marketing expertise.

International marketing specialists cover a broad spectrum, ranging from market and competition analyses to integrated marketing and sales management and eCRM strategies. In the Master's degree programme in International Marketing, you will acquire in-depth knowledge and practical skills for analysing markets and target groups and effectively designing international marketing strategies.

The training courses topics such as sales concepts, communication strategies and product development, and enables you to successfully implement strategic approaches in marketing.

As a graduate, you are ideally prepared for specialist and management positions in international companies, e.g. as a marketing manager, sales manager or business development specialist.





## Studying in Essen, Germany

Germany, the world's 4th largest economy, birthplace of Industry 4.0. Essen, centre of the Ruhr Region, heart of the eminent German industry with distinguished engineering tradition, pioneering industrial visions and a modern, vibrant economy. With the many powerful residing multinationals, strong SMEs and thriving start-ups, Essen is among the most popular destinations for practice-oriented study leading to ample career opportunities.

As one of the European Green Capitals, the city offers countless recreation possibilities accompanied by plenty of cultural highlights: the renowned Folkwang Museum, the Krupp Residence Villa Hügel, UNESCO World Heritage Zollverein Coal Mine Complex, Red Dot Museum, theatres and concert halls. Open, vibrant, and versatile – Essen is waiting for you.



## FOM University

FOM University was founded in 1991 at the initiative of the non-profit "Stiftung für internationale Bildung und Wissenschaft" (Foundation for International Education and Science). With more than 50,000 students on 34 campuses in Germany, FOM is one of the largest universities in Europe. Focus of the university is to provide students with practice-oriented higher education to promote knowledge transfer between the university and business.

FOM works extensively with German companies of different scales and major international corporations. Its integral connections with over 10,000 cooperation partners across all sectors of the economy offer exclusive study opportunities to combine academic studies and professional improvement through unique learning experience. Parallel to the traditional on-campus study format, FOM expands its digital landscape through the innovative "Digital Live Study", offering worldwide accessible interactive lectures broadcast live from the state-of-the-art, multifunctional high-tech studios to provide students with maximum flexibility. FOM is where the transfer between theory and practice takes place – in both traditional and digital ways.

## KEY FACTS

### Language

English

### Time model

Full-time (daytime)

### Duration

4 semesters including thesis

### Place of study

Essen, Germany

### Credit Points

120 ECTS

### Fees

Registration fee: 1.580 €, Tuition fee: 20.570 €, Examination fee: 350 €, **Total cost: 22.500 €**

### Degree

Master of Arts (M.A.)

### Admission requirements

- University degree (Bachelor) with a share of at least 60 credit points in economic modules or with successful completion of an admission examination
- English language proficiency B2

## CONTACT

**For questions and further information, please contact the International Office:**

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