

Organizational matters

Programme duration

three semesters

Part-time / full-time

Full-time

Begin of course of studies

Each Winter Semester

Venues

Classes will take place both on Campus Rheinbach and on Campus Sankt Augustin.

Degree

Master of Science (qualifies to pursue a doctorate, for example, at the Graduate Institute of the University)



Course begin, application and deadlines

The Master's programme starts in the winter semester. Applications are made online.

For more information on the application procedure see:

www.h-brs.de/en/application-marketing

Semester contribution

More information about the semester contribution fee at the state-owned Bonn-Rhein-Sieg University of Applied Sciences can be found on the website of the registrar's office:

www.h-brs.de/en/fees



Contact

Programme Directors

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Department Office

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Registrar's Office

For any questions regarding application, admission, registration, recognition of courses passed at other universities

Phone +49 2241 865 626 (German students)
Phone +49 2241 865 697 (International students)
studierendensekretariat@h-brs.de
www.h-brs.de/en/registrars-office

www.h-brs.de/en/wiwi

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As of 09/2016

Degree programme

Marketing

Degree

Master of Science (MSc)

Department of
Management Sciences
Campus Rheinbach



Accredited by AQAS



**Hochschule
Bonn-Rhein-Sieg**
University of Applied Sciences

Welcome,

Great that you are interested in the Master in Marketing at the Hochschule Bonn-Rhein-Sieg University of Applied Sciences.

Marketing has seen an enormous increase in importance in recent years. Technological developments and complex future trends require a new, modern understanding of the role of a Marketing Manager. Nowadays, a manager with sure instincts for customers, markets and dynamic market developments as well as for the use of innovative technologies is in demand.

The contents of the degree programme were coordinated with leading companies. In this way we ensure that you are well prepared for the demands of the labour market.



Prof. Dr. Jens Böcker



Prof. Dr. Alexander Pohl

Department facilities

- Modern media technology in the seminar rooms and lecture halls
- Three computer labs each on Campus Rheinbach and Sankt Augustin
- Rooms for student group work
- Free WiFi on the campus of the University
- Excellently appointed University Library

Goals of the programme

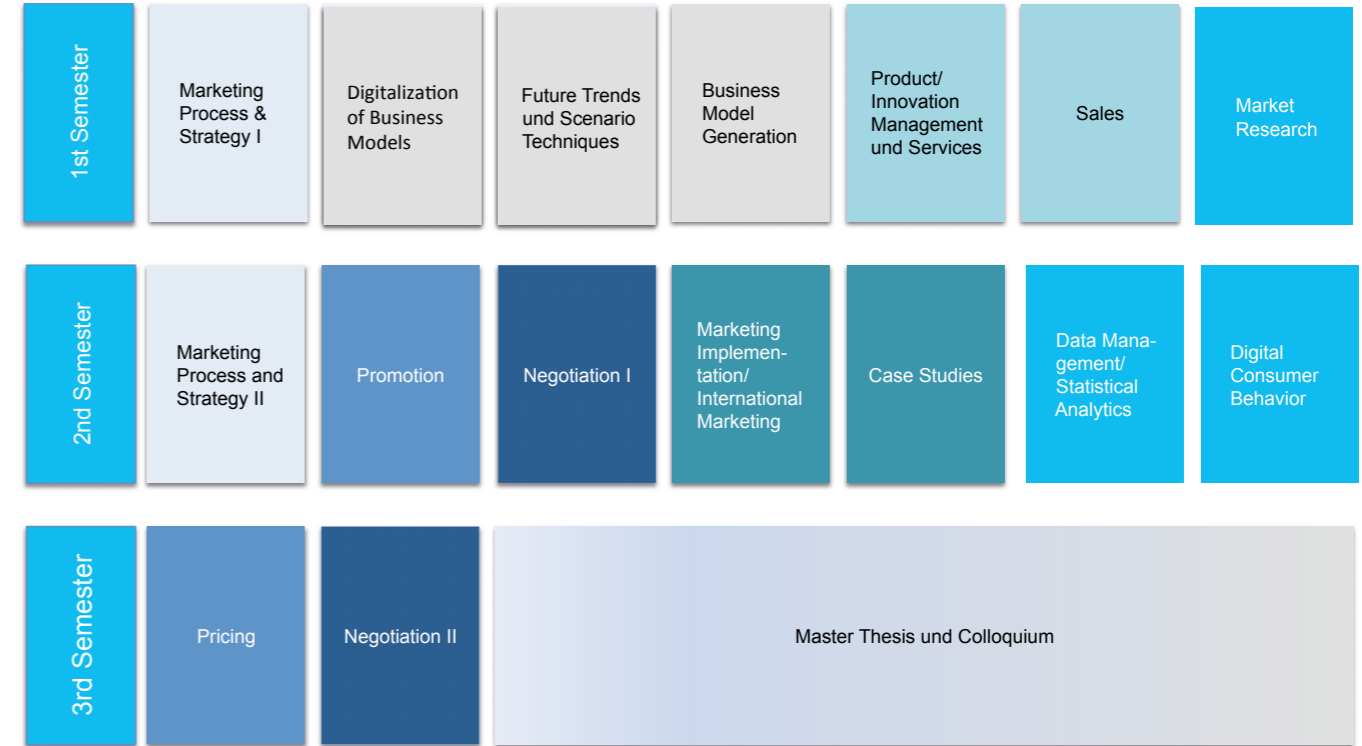
The goal of the Master's programme is to give students a deeper understanding of marketing issues on the basis of a sound marketing-related training. In particular, various technological developments and future trends are taken into account in the development of markets. This ensures that the students are prepared for future market requirements and are very attractive for a potential employer.

The students are

- enabled to analyse processes and problems of business practice to create practical solutions, while respecting international and extra-curricular references,
- are put in a position to recognize the need for action in an economic environment, to define marketing-specific goals and,
- using solid methodological knowledge, develop and implement science-based solutions which are situationally adequate.

Building on the skills acquired in the context of the relevant Bachelor's programme, the three-semester Master's degree programme imparts the requisite knowledge and the basic key competences in the areas of marketing, methods and economics.

Course schedule



The colours show the interrelated modules.

Further information on the programme can be found at: www.h-brs.de/en/wiwi/marketing-msc

Typical work areas of our graduates

- Marketing
- Management Consulting
- Strategy
- Sales Management
- Key Account Management
- Market Research
- Business Development

The teaching and examination language is English.

