AT A GLANCE

Degree
Master of Science (MSc)

Programme duration
3 semester (full time)

Teaching language
English

Start of the programme
Each winter semester (October)

Locations
Rheinbach and Sankt Augustin campuses

Admission requirements
• First academic degree in economics or in a related discipline with a minimum final grade (published at www.h-brs.de/en/wiwi/marketing-msc)
• The undergraduate programme must have a minimum of 210 credits (ECTS)
• The business administration modules must amount to at least 70 credits (ECTS)
• If the undergraduate degree has fewer than 210 credits, but a minimum of 180 credits, students must complete a Practical Term
• English proficiency at C1 level according to the Common European Framework of Reference for Languages

Further information
www.h-brs.de/en/wiwi/marketing-msc
www.h-brs.de/en/application

Management Sciences
Marketing

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53359 Rheinbach, Germany

Campus Sankt Augustin
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53757 Sankt Augustin, Germany

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CAREER PERSPECTIVES

Typical working fields of our graduates
• Marketing
• Management consulting
• Strategic management
• Sales
• Key account management
• Market research
• Business development

INTERNATIONALITY

International partnerships
The Department of Management Sciences is currently collaborating with 33 universities in the following 21 countries:
• Australia
• Austria
• Bulgaria
• Canada
• China
• Croatia
• Czech Republic
• France
• Ghana
• Great Britain
• Ireland
• Italy
• Jordan
• Latvia
• Netherlands
• South Korea
• Spain
• Taiwan
• Turkey
• Uruguay
• USA

MARKETING has gained enormous importance in recent years. Technological developments and complex future trends require a new, modern understanding of the marketing manager’s role. Tech-savvy managers with an instinct for customers, markets and future developments are in demand.

The curriculum was developed with the support of leading companies to best prepare graduates for the labour market. Focal points of the degree programme include:
• Strong focus on quantitative subjects
• Digitalized business models and industry-specific transformation
• Major changes in dynamic markets

Students learn how to
• Analyse practical business cases and find feasible solutions
• Think internationally and across disciplines
• Apply the right methods and find empirical solutions

Building on the skills of the undergraduate degree, this three-semester Master’s programme teaches advanced methods of marketing and economics.