

CAMPUS RHEINBACH AND CAMPUS SANKT AUGUSTIN

Classes will take place on Rheinbach and Sankt Augustin campuses of Hochschule Bonn-Rhein-Sieg (H-BRS) University of Applied Sciences. Our locations can be reached from Bonn by train in only 30 minutes using the semester ticket, which is included in the semester contribution. Accommodation is readily available in the University's surroundings. For more information, please contact the International Office.

GOOD REASONS FOR STUDYING AT HOCHSCHULE BONN-RHEIN-SIEG UNIVERSITY OF APPLIED SCIENCES (H-BRS)

- Excellent technical infrastructure
- Modern, well-equipped laboratories
- Lectures in English
- Innovative teaching and assessment methods
- Lectures, exercises, and laboratory classes in small groups
- Tutorial support
- Practical projects
- Strong connections to local industry
- Excellent research record
- Language center on campus
- International reputation



AT A GLANCE

Degree

Master of Science (MSc)

Programme duration

3 semester (full time)

Teaching language

English

Start of the programme

Each winter semester

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 scope of the business administration modules must be 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

Campus Rheinbach

Von-Liebig-Straße 20
53359 Rheinbach, Germany

Campus Sankt Augustin

Grantham-Allee 20
53757 Sankt Augustin, Germany

Course Guidance Service

Alexandra Bonn
Tel. +49 2241 865 9978
alexandra.bonn@h-brs.de

Registrar's Office

Tel. +49 2241 865 692
(German students)
Tel. +49 2241 865 9795
(International students)
studierendensekretariat@h-brs.de

International office
international.office@h-brs.de

www.h-brs.de

www.facebook.com/hsbrs

Marketing

Master of Science (MSc)



Satz und Layout: Sandra Preuß

Fotos: Eric Lichtenscheidt, Shutterstock

Stand 06/2022



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

PROFILE OF DEGREE PROGRAMME

Marketing has gained enormous importance in recent years. Technological advancements 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.

INTERNATIONALITY

International partnerships

Hochschule Bonn-Rhein-Sieg has a large network of international partner universities. The completion of a semester abroad is possible. Students are supported and advised by the International Office.

A concrete list of all partner universities can be found here:

www.h-brs.de/en/international-partnerships



CAREER PERSPECTIVES

Typical working fields of our graduates

- Marketing
- Management consulting
- Strategic management
- Sales
- Key account management
- Market research
- Business development



CURRICULUM

Semester

