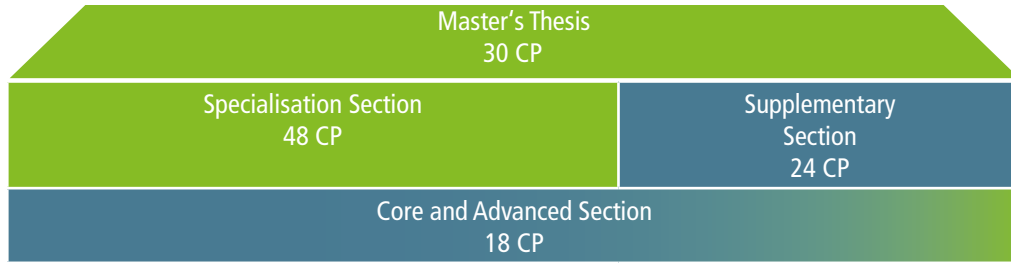


Standard period of study: 4 semesters, full-time | Start: fall term | Degree title: Master of Science



\*Total Number of CP: 120 CP = 4 Semester Standard Period of Study

### PROGRAMME STRUCTURE

The Master's programme carries 120 ECTS credits and comprises a Core and Advanced Section, a Specialisation Section, a Supplementary Section and a Master's Thesis.

**DEADLINE** **15 June** Deadline for all applications

### ENTRY REQUIREMENTS

A Bachelor's degree or equivalent with an overall grade of at least 2.7 (German grade) in the Bachelor's degree. The degree must be worth at least 180 ECTS credits.

Following subject-related requirements has to be fulfilled:

- At least 78 ECTS credits in the field of Business Administration and Economics (of this at least 48 ECTS credits in Business Administration and 18 ECTS credits in Economics)
- At least 15 ECTS credits in Statistics and/or Mathematics (methodological expertise only, no user expertise)

Language requirements: English language skills B2 (CEFR)

More information about admission requirements and selection procedure can be found on the official website.



### DETAILED INFORMATION & CONTACT

WiSo Student Service | Meister-Ekkehart-Str. 1 | D-50937 Köln  
Tel.: +49 (0) 221/470-8818 | e-mail: wiso-beratung@uni-koeln.de



Innovation for society



# MASTER OF SCIENCE BUSINESS ADMINISTRATION MARKETING

Photo: Lisa Beller



- Get intensive focuses on customer management, brand management, market research
- Study methods and instruments of market-oriented corporate management
- Analyse current management questions and challenges regarding consumer behaviour and technological developments
- Start your next career step for leading positions in manufacturing and commercial enterprises





## Marketing

**CONTENT:** The major in Marketing seeks to convey methods and instruments of market-oriented corporate management. The chairs involved collaborate extensively in empirically and internationally aligned teaching and research. In addition, the Department disposes of excellent contacts to numerous companies, economic institutes and consultancies. Many modules are offered in the English language.

**CAREER OPPORTUNITIES AND PERSPECTIVES:** Exchanges between enterprises and students are established and promoted through guest lectures and seminars, enabling students to appreciate the practical relevance of the knowledge they have acquired in their Master's courses. The competencies gained in this major field of study above all prepare graduates for future management tasks as well as for leading positions in manufacturing and commercial enterprises, i.e. marketing and sales. This Master's programme widens your knowledge gained in your bachelor studies and makes you an expert in your respective area. For many managing positions of different industries and for certain professions

in research and teaching, a master is indispensable. Furthermore, so-called "Master Fast Tracks" offer the possibility of already taking classes relevant to future PHD-studies to distinguished scholars. As the University of Cologne is state-funded, there are no tuition fees, just a biannual "semester contribution" of slightly more than 250 euros, which includes the semester ticket for public transport throughout North Rhine-Westphalia. So, with us, you can invest in an excellent education – and your professional future – without paying a fortune.

**INTERNATIONAL:** Most of our courses are offered in English language. Therefore, it is possible to apply without knowledge of German language and to complete your master's degree in English. For our Master of Science in Business Administration, a large number of different nationalities interested in studying apply. Thus, we ensure you to study in an international as well as intercultural environment. We maintain cooperation with more than 130 partner universities throughout the world, so it is easy for you to go a semester abroad. Or take part in one of our study tours or other short programmes such as „WiSo@NYC“. More information and offers at <http://www.international.wiso.uni-koeln.de/>.



A sound knowledge of marketing concepts and methods is crucial for economics students and an indispensable part of any good manager's toolset. With focus on the areas of Customer Management, Brand Management, Retailing, Marketing Performance Management and Market Research, we offer a wide training programme in Cologne, characterized by a consistent combination of scientific methods and practical relevance.

Marc Fischer, Professor and Director  
of the Chair for Marketing and Market Research

**PRACTICAL EXPERIENCE:** As a student of the WiSo Faculty, you benefit from an approach that is based on theory and methods, combining both research and teaching with practical elements. The teaching at our faculty has benefited from many years of experience in working with companies and visiting lecturers from different professional fields. Many of the visiting lecturers are professionals and managers who bring important industry experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. This ensures that the programmes reflect the real world and that they thus combine the practical and the theoretical, whilst also promoting knowledge-sharing between you and companies.