UNIVERSITY OF APPLIED SCIENCES

THM
TECHNISCHE HOCHSCHULE MITTELHESSEN

BEGINNING AND DURATION OF THE STUDIES

The program starts in the winter semester. The standard period of study is three semesters.

ADMISSION REQUIREMENTS/APPLICATION

1. A first university degree qualifying for a profession (usually a bachelor's degree) with an overall grade of at least 2.3, comprising a standard period of study of 7 semesters (210 ECTS) in business administration or a related field, with at least 50% of the coursework in business administration.

2. Students with a 6-semester first degree can make up the missing 30 ECTS credits, for example, by completing an internship, studying abroad, or taking additional modules.

3. At least 5 ECTS in mathematics or statistics.

4. Sufficient English language skills at level B2 of the Common European Framework of Reference for Languages, usually demonstrated by the Cambridge First Certificate, TOEFL test, TOEIC test, or IELTS test.

For international applicants, proof of sufficient German language skills, usually by submitting a B1 (CEFR) certificate or proof of completion of 260 hours of German coursework. Applicants with an international bachelor's degree can apply via uni-assist.de while applicants with a German bachelor's degree should apply through the THM web portal at ecampus.thm.de.

Deadlines for national and international applications:

- go.thm.de/fristen

If you have any further questions about the application process, please contact the Student Affairs Office: go.thm.de/studsek.

DEGREE

The program concludes with the academic degree Master of Science (M. Sc.) and qualifies graduates to pursue for doctoral studies.

CONTACT

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VISIT OUR WEBSITE FOR MORE INFORMATION:

go.thm.de/dima-master-en

Responsible: Zentrale Studienberatung Stand:02/26



DIGITAL AND INTERNATIONAL MARKETING

Master of Science

THM Business School
Campus Giessen

Master‘s Degree Program

DIGITAL AND INTERNATIONAL MARKETING

Digital and global: Do you want to develop global marketing strategies and reach your target groups with tailored content across digital channels? Are you interested in integrating cultural perspectives into brand management and making data-driven marketing decisions? Then the master’s program Digital and International Marketing is just right for you.

First, you will acquire solid foundations in digital and international marketing, strategic management and market research. You will then specialize in either international marketing or digital marketing. Throughout the program, you will work on real-life projects with companies. This bilingual program can also be completed as a double degree at Edinburgh Napier University or the Université de Montpellier.

PERSPECTIVES

Our graduates pursue successful careers in digital and social media marketing, product and brand management, sales, and business development — in international companies across various industries as well as in marketing, advertising, and media agencies.

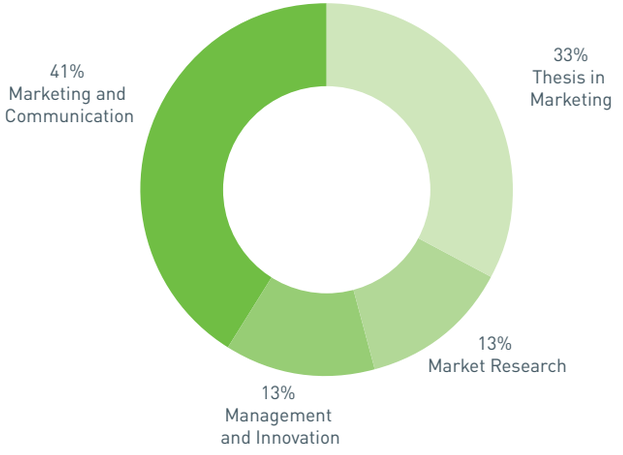
COURSE CONTENTS

In the second semester, students select their specialization:

- Specialization in International Marketing
- Specialization in Digital Marketing

You can expect a practice-oriented program with numerous projects, exercises, and case studies. The program is taught bilingually – and if you choose to specialize in International Marketing, you can complete your studies entirely in English.

CONTENTS AT A GLANCE



STUDY PROGRAM

Modules for all Students

MODULE	SWS	CrP
Digital Marketing (Engl.)	4	6
International Marketing (Engl.)	4	6
Statistics for Consumer and User Research (Ger./Engl.)	4	6
International Marketing Research (Engl.)	4	6
Strategic Management (Engl.)	4	6
TOTAL 1ST SEMESTER	20	30

SWS = lecture hours per week | CrP = credit points
Lecture hour = 45 minutes

Ger.: The language of instruction and examination is German
Engl.: The language of instruction and examination is English

International Marketing Focus

MODULE	SWS	CrP
Social Media /Digital Marketing Project (Engl.)	4	6
Cross-Cultural Consumer Behavior (Engl.)	4	6
Selected Topics in International Marketing and Management (Engl.)	2	3
Intercultural Communication (Engl.)	2	3
International Sales Management (Engl.)	4	6
Innovation and Change Management (Engl.)	4	6
TOTAL 2ND SEMESTER	20	30

Digital Marketing Focus

MODULE	SWS	CrP
Social Media /Digital Marketing Project (Ger./Engl.)	4	6
E-Commerce and Data-Driven Marketing (Ger.)	4	6
Digital Campaign Planning and Monitoring (Ger.)	4	6
Digital Brand Management and Communication (Ger.)	4	6
Digital Business Models (Engl.)	4	6
TOTAL 2ND SEMESTER	20	30

Modules for all Students

MODULE	SWS	CrP
Master’s Thesis (Ger. or Engl.)		27
Thesis Seminar (Engl.)		3
TOTAL 3RD SEMESTER		30