

Marketing

Hochschule Bonn-Rhein-Sieg
Master of Science



Program profile

Technological developments and future trends are taken into account in the development of markets

Unlock your potential in the dynamic world of marketing! The Master's program in Marketing at Hochschule Bonn-Rhein-Sieg equips you with cutting-edge strategies, data-driven insights, and international perspectives to drive business success. With a strong focus on digitalization, consumer behavior, and brand management, this program prepares you for leadership roles in global markets. Join an innovative learning environment and take your marketing expertise to the next level!

The programme at a glance

Degree

Master of Science (MSc), 90 ECTS, qualifies for a doctorate

Standard period of study

3 semesters full-time

Teaching language

English

Begin of the study programme

Each winter semester (mid-October)

Study location

Campus Sankt Augustin and Campus Rheinbach (Bonn-Rhein-Sieg Region/Germany)

Fees

No tuition fees; only a regular semester contribution (approx. €330 per semester); Further information about semester contributions can be found at: www.h-brs.de/en/fees.

Available spots

25 per semester

Specifics of the study programme:

- **International & English-Taught:** Fully conducted in English language
- **Practice-Oriented:** Real-world projects, case studies, and industry collaborations
- **Cutting-Edge Curriculum:** Focus on digitalization, innovation, and future market trends
- **Strong Industry & Research Links:** Access to research projects and corporate partnerships
- **Excellent Career Prospects:** Prepares graduates for leadership roles in marketing and business



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences

Contact

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www.h-brs.de/en/registrars-office

Application

Application Requirements

Admission documents

Prospects must provide evidence of the following:

- First academic degree in economics or a related discipline with a minimum final grade.
- 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 the B2 level according to the Common European Framework of Reference for Languages
- You can find all admission requirements [here](#) >

Application deadline

For Non-EU/non-EEA nationals, the application is possible from 1 February to 31 March via uni-assist. For Germans and EU/EEA nationals the application is possible from 1 February to 15 July via the application portal Apollo. More information about the application procedure are published on the [website of the department](#).

Annual course start

The Master's programme starts each winter semester. More information about the application procedure are published on the [website of the department](#).

Semester contribution

More information about the semester contribution fee at the state-owned Hochschule Bonn-Rhein-Sieg University of Applied Sciences can be found on the [website of the registrar's office](#).

Curriculum

Curriculum & Programme Structure

The Master's program aims to provide students with an in-depth understanding of marketing by building on a solid foundation of marketing-related training. Special emphasis is placed on technological advancements and emerging market trends, ensuring that students are well-equipped to navigate future industry demands. This forward-thinking approach enhances their employability and makes them highly attractive to potential employers.

The program's curriculum has been developed in collaboration with leading companies, guaranteeing that graduates possess the skills and knowledge required to succeed in the dynamic job market.

Here is a summary of the Marketing Master's program at HBRS based on the module catalog:

1st Semester

- **Transformation & Digitalisation** (10 ECTS)
 - Focus on digitalisation, business model transformation, and future trends.
- **Product & Sales** (8 ECTS)
 - Covers product management, innovation, sales strategies, and distribution.

2nd Semester

- **Marketing Implementation** (12 ECTS)
 - Focuses on implementing marketing strategies and international marketing.
- **Business Communication & Negotiation** (6 ECTS)
 - Enhances communication and negotiation skills in business contexts.

Modules spanning the 1st and 2nd semesters

- Module Marketing Process & Strategy (8 ECTS)
- Module Market Research & Data Management (16 ECTS)

3rd Semester

- **Promotion & Pricing** (8 ECTS)
 - Focuses on promotional strategies and pricing tactics.
- **Master's Thesis & Colloquium** (22 ECTS)
 - Final research project and defense.

Total ECTS of 90 across 3 semesters.

International Focus

Partner Universities Abroad

Our extensive network of partner institutions includes universities across Europe, Asia, Africa, and the Americas, offering students a diverse and enriching academic experience. We offer a wide range of partner universities in the following countries:

- Australia
- Austria
- Bulgaria
- Canada
- China
- Croatia
- Czech Republic
- Finland
- France
- Ghana
- Great Britain
- Ireland
- Italy
- Jordan
- Latvia
- The Netherlands
- South Korea
- Spain
- Uruguay
- USA

For more information about our international partnerships and available exchange opportunities, please visit <https://www.h-brs.de/en/io/international-partnerships>.

Practical Approach

Practical Components and Applications

The Master's program in Marketing at Hochschule Bonn-Rhein-Sieg includes several practical components designed to equip students with hands-on experience and prepare them for the professional world. These include:

1. **Case Studies and Real-World Projects**
Students work on case studies and projects in collaboration with companies, applying theoretical knowledge to real marketing challenges.
2. **Guest Lectures and Workshops**
Regular guest lectures and workshops with industry professionals give students the chance to learn from experts and expand their professional network.
3. **Marketing Simulations and Software Training**
Students are trained in the latest marketing tools and software, providing them with the technical skills needed for modern marketing practices.
4. **Collaborative Research Projects**
Students engage in research projects that involve industry partners, enhancing their understanding of market trends and consumer behavior in a practical setting.

These practical components ensure that graduates are not only academically prepared but also have the hands-on experience necessary to excel in the marketing profession.

Optional Internship or Practical Term

The Master's in Marketing does not include a mandatory internship semester in its curriculum. However, students are encouraged to gain practical experience by completing a voluntary internship during their studies or their lecture-free semester periods. This allows them to apply theoretical knowledge in real-world business settings and expand their professional network.

In certain cases, students may be required to complete a Practical Term as part of their individual study plan. This practical phase ensures that students acquire hands-on experience relevant to their field of specialization. Suppose the first professionally qualifying university degree attained less than 210 credit points but at least 180 credit points, in that case, students must provide

evidence of an activity in a company lasting a minimum of 20 weeks (practical term) as part of their individual study plan.

Career Prospects

Professional Career Paths

Graduates of the Master's program in Marketing at Hochschule Bonn-Rhein-Sieg have excellent career prospects in a dynamic and evolving field. With a strong foundation in strategic marketing, digital communication, consumer behavior, and market research, they are well-prepared for leadership roles in various industries. With its strong industry connections, hands-on learning approach, and interdisciplinary focus, the Master's program at H-BRS equips graduates with the skills and knowledge to excel in today's competitive job market.

After graduation, 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 that 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 competencies in marketing, methods, and economics.

Career Paths of Our Graduates

Typical career paths include positions such as Marketing Manager, Brand Manager, Digital Marketing Specialist, Market Research Analyst, and Product Manager in international corporations, innovative startups, and consulting firms. Additionally, opportunities exist in public institutions and non-profit organizations, where expertise in strategic communication and market positioning is highly valued. Graduates typically work in the following areas after their studies in Marketing (MSc):

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

PhD Studies - Pathway to Academia and Research

For those interested in an academic career, the program also provides a solid basis for pursuing a PhD or research position in marketing and business studies.

Campus Life

Experience the H-BRS Campus: Your Successful Start to University Life

At our locations in Rheinbach and Sankt Augustin, you will find a vibrant campus life with excellent learning opportunities and a strong sense of community. At the beginning of your studies, you will receive a warm welcome through orientation and welcome events and have the opportunity to join the popular first-semester trip. The student council organizes numerous events, such as the annual soccer tournament or some barbecue and Christmas events – perfect opportunities to experience the true campus spirit. If you have any questions about starting your studies, the student councils and the "First-Level-Support" hotline of the General Student Advisory Service are there to help.

Modern Campus Life and Diverse Events

The two campus locations of Hochschule Bonn-Rhein-Sieg in Rheinbach and Sankt Augustin offer modern lecture halls, innovative research laboratories, and open study spaces in an inspiring environment. In addition to optimal study conditions, you can personally develop through interdisciplinary projects, campus events, and interactions with dedicated fellow students. Here, academic excellence meets a lively and supportive community.

The campus cafeterias offer a varied selection of warm meals every day, while the café provides snacks, sandwiches, and specialty coffee for a quick refreshment in between. The state-of-the-art library offers a wide range of academic literature, digital resources, and quiet study areas for both individual and group learning.

Beyond faculty activities, the university hosts a diverse event program. The annual campus summer festival invites students to a fun gathering with live music and food trucks, while the Career Fair provides valuable insights and networking opportunities. Additionally, excursions, lecture series, workshops, guest lectures, film screenings, book readings in the library, and special action days offer opportunities to gain new perspectives, gain practical experience, and foster personal development.

Comfortable Living Near Campus

For students looking for accommodation near campus, student residences are available within walking distance in both Sankt Augustin and Rheinbach. Those who prefer more flexibility can also live in Bonn or the surrounding areas and conveniently commute to campus by train or bus.

The Bonn-Rhein-Sieg Region – A Place for Study & Leisure

Hochschule Bonn-Rhein-Sieg is located in the diverse Bonn-Rhein-Sieg region. The city of Bonn offers a rich history and culture, while the Rhine River and the Siebengebirge mountains provide stunning natural experiences. The proximity to Cologne and Düsseldorf opens up numerous professional and cultural opportunities.

Additionally, the region is a key hub for business and innovation – home to international companies, research institutions, and startups, offering excellent opportunities for internships, practical semesters, networking, and career development.

Connectivity and Surroundings

The campus locations in Sankt Augustin and Rheinbach offer modern teaching and research facilities as well as excellent transport connections. Sankt Augustin is close to Bonn and Cologne, with easy access via the Siegburg ICE train station and Cologne Bonn Airport. Rheinbach is also easily reachable by public transportation from Bonn.