



Bachelor in

International Marketing (B.A.)

Your Profile

Marketing means interacting with others – and that's what you like. **You like to understand new markets all over the world and to think about strategies for developing, delivering, as well as communicating products and services.** You believe that marketing goes beyond pure advertising: It's about understanding the customer's journey from their individual needs to a passion for your products. To develop a global perspective on marketing, **you are passionate about understanding global value chains** (and how to improve them from ethical and ecological standpoints), about getting to know different areas of the world and about communication with customers on eye level.

Key Information

The curriculum combines **integral management** modules with **marketing modules**. There is a strong focus on international perspectives of customer relations and value chains, but also on learning new languages and specializing in a particular area of the world (e.g., Latin America, Anglo-America, South-East Asia, the Middle East). **It follows an interdisciplinary approach combining management studies, marketing studies, psychological approaches and cultural studies.**

There is a strong focus on applied skills in community and company projects. In a semester abroad, the students can specialize their skills at one of our partner universities.

Career Opportunities

- Advertising Agencies
- Business Development
- Digital Marketing
- Marketing Strategy, Implementation and Controlling
- Market Research Specialist
- Procurement
- Product Development and Innovation
- Product Manager

Timeline and Credit Points

Duration	Study program start	Total ECTS
6 semesters	Fall semester	180 Credits



Contact:

Christopher Höckl

admissions@karlsruhochschule.de
+49 721 48095-777

Application Deadline

Applicants within the EU:

September 1st

Applicants from outside the EU:

July 15th or later, depending on the visa process of your home country.

Requirements

- **No NC (Numerus Clausus) required (individual selection process)**
- **Certificate of secondary education.**
For applicants from specific countries (e.g. USA, Canada, Mexico, Vietnam, Korea, Brazil, Argentina, Ecuador) it is mandatory to level out the gap between the different education systems with an International Foundation Year.
- **Proof of English language proficiency.**
You must have either a C1 level (CEFR), an IELTS score of 6.5, or an internet-based TOEFL score of 100 points or better.
- **Online application (including motivation letter).**
- **Successful interview with admissions and head of study program.**

Tuition Fees

- 790 € per month
- In addition, a mandatory student union fee of 67.70 € per semester

[Click here to apply online](#)

Karlsruhochschule International University
Karlstraße 36-38 • 76133 Karlsruhe • Germany