



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Master in International Marketing (MA)

Technische Hochschule Nürnberg Georg Simon Ohm • Nürnberg



## Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	English
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	3 semesters
Beginning	Winter and summer semester
Application deadline	15 June for the winter semester (semester start 1 October) and 15 January for the summer semester (semester start 15 March)
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes

### Description/content

Our accredited Master's programme is tailored for graduates wishing to obtain a strong specialisation in International Marketing.

We are committed to an academic, yet practice-oriented approach. If you do not want to spend three semesters in an ivory tower, you are in the right place with us. Professors tackle modern and contemporary global issues. Our staff offers extensive academic and practical experience. We are all working together to deliver a highly professional and internationally-oriented education in order to cope with a vast continuously changing global environment.

The style of lectures tends to be participative, and classes frequently incorporate case analyses and discussions. There will also be group work sessions and opportunities for supervised project work, field investigations and visits, as well as individual research. Small classes allow for close personal

contacts.

The Master of Arts in International Marketing consists of the following six modules:

- Analysis of and Access to International Markets
- Creation of International Market Offers
- International Marketing Tools
- Industrial Product and Market Development
- General Studies and Thesis
- Electives

Students can stress their fields of interest by choosing courses from a broad range of electives in all fields.

The Master's programme is based on group work and the presentation of projects.

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## Course Details

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### Course organisation

#### Semesters one and two:

##### 1. Analysis of and Access to International Markets

- International Marketing Research
- Cross-Cultural Marketing

##### 2. Creation of International Market Offers

- Business to Business Marketing

##### 3. International Marketing Tools

- Applied Quantitative Methods

##### 4. Industrial Product and Market Development

- Applied Business Development Project
- Product and Market Development

##### 5. General Studies

- Business Ethics

##### 6. Electives

#### Semester three:

Master's thesis

[» PDF Download](#)

A Diploma supplement will be issued

Yes

### International elements

- Projects with partners in Germany and abroad
- International comparisons and thematic reference to the international context
- Language training provided

Integrated internships

None

Course-specific, integrated German language courses	No
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Course-specific, integrated English language courses	No
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## Costs / Funding

Tuition fees per semester in EUR	None
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Semester contribution	The semester contribution at Technische Hochschule Nürnberg is currently 144 EUR. This includes the use of local public transportation free of charge on weekday evenings (Monday to Friday) as well as all day on weekends and on public holidays (VGN Semesterticket). In addition, students may purchase a semester ticket for unlimited use of public transport in the city of Nürnberg and the surrounding VGN area (currently around 202 EUR per semester).
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Costs of living	Depending on where you live, around 650 to 1,000 EUR per month (including rent, insurance, food, books, leisure activities, etc.)
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Funding opportunities within the university	Yes
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Description of the above-mentioned funding opportunities within the university	Please refer to our scholarship website: <a href="https://www.th-nuernberg.de/studium-karriere/studienfinanzierung/">https://www.th-nuernberg.de/studium-karriere/studienfinanzierung/</a> .
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## Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"><li>• An above-average Bachelor's degree in business/economics (please see our web page <a href="http://www.th-nuernberg.de/ib/">http://www.th-nuernberg.de/ib/</a> for the grade average currently required) and equivalent results in a management admission test (e.g., GMAT/GRE or our own Master's Admission Test (only for students residing within Germany)</li><li>• CV in English</li><li>• English language certificate</li><li>• German language certificate</li><li>• Practical experience of at least five months or an internship of 20 weeks as part of prior studies (related to marketing)</li><li>• One semester abroad</li></ul> <p>Optional:</p> <ul style="list-style-type: none"><li>• Two written references (job references or letters of reference)</li><li>• Letter of motivation</li></ul>
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Language requirements	English with a minimum test result of: <ul style="list-style-type: none"><li>• TOEFL 237 (computer-based)</li><li>• TOEFL 92 (Internet-based)</li><li>• IELTS 7.0</li></ul>
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- TOEIC 765

German:

Basic knowledge of German: successful completion of A1 level as taught at the Goethe Institute (equivalent to approx. 120 hours of lectures attended)

**Application deadline**

15 June for the winter semester (semester start 1 October) and 15 January for the summer semester (semester start 15 March)

**Submit application to**

<https://studium.ohmportal.de/>

## Services

**Possibility of finding part-time employment**

A student can, for instance, have a "450 EUR job" or be employed as a working student at one of the companies in the Nürnberg region. It is also possible to work as a student assistant at our university. However, students should make sure that they have enough time to study.

**Accommodation**

Students can apply for accommodation in student halls of residence, which are close to the university and well-equipped. A limited number of apartments are reserved for our Master's students each semester - please apply as early as possible for our Master's programme in order to be considered for the housing offer. Prices for a private apartment are around 200-500 EUR per month.

**Career advisory service**

The university's career advisers will assist students with the preparations to enter into professional life. Numerous workshops are offered by the Career Service, e.g., how to write a good CV/cover letter or interview techniques. The Career Service also provides a database for job offers.

**Support for international students and doctoral candidates**

- Welcome event
- Buddy programme

— Technische Hochschule Nürnberg Georg Simon Ohm —



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The TH Nürnberg Georg Simon Ohm is a **technical university that offers a unique combination of theoretical studies and practical training**. Students will benefit from an **extensive company network**, which includes world-renowned companies such as Siemens, Adidas, Puma, Staedtler, and BMW. Our full-time teaching staff has **excellent academic and professional credentials**, and our part-time lecturers hold top managerial positions in international companies.

The TH Nürnberg Georg Simon Ohm is one of the **oldest educational institutions of its kind in Germany**. Founded in 1823 under the leadership of the eminent physicist Georg Simon Ohm, our university grew to become one of the largest technical universities in Germany, maintaining academic **partnerships with more than 160 universities** and institutions of higher education around the globe.

The campus is situated next to the Pegnitz River, in a pleasant green area of Nürnberg, not far from the lively city centre.

Our **business school has about 3,000 full-time students**, offers a wide variety of specialised studies, and is equipped with state-of-the-art computer labs and an excellent library system.



## University location

Germany plays a major role in European and global business. Management decisions taken here are put into practice all over the world. Situated in Bavaria, in the southern part of Germany, the Nürnberg metropolitan area is home to about 3.5 million people and hosts hundreds of internationally thriving companies, including the headquarters of several multinationals.

The city is a rapidly growing venue for trade fairs, including the world's largest toy fair.

Apart from the popular "Christkindlesmarkt" and its famous "Lebkuchen" (gingerbread), Nürnberg has a lot to offer: a historic castle with a romantic atmosphere, rich cultural life, and picturesque surroundings. Car races on the Norisring and open-air festivals are spectacles fit to be seen. People here like to gather in restaurants and pubs. Hospitality is more than just a word in Nürnberg!

# Contact

## Technische Hochschule Nürnberg Georg Simon Ohm

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🌐 Course website: <https://www.th-nuernberg.de/en/faculties/bw/study/international-business-bachelors-and-masters-degree-programs/international-marketing-ma/>

● [https://twitter.com/TH\\_Nuernberg](https://twitter.com/TH_Nuernberg)

in <https://de.linkedin.com/school/thnuernberg/>

📷 [https://www.instagram.com/th\\_nuernberg/](https://www.instagram.com/th_nuernberg/)

📺 <https://www.youtube.com/user/THNuernberg>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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