



SRH Berlin University of Applied Sciences

International Business Administration

Focus: Digital Marketing B.A.

Berlin



Any questions?

We're happy to help out.
Email us or give us a call.

Your contact person:

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Apply online

Create an account on our
online platform for a smooth
application process.

Grow Successful Brands on a Global Market

Learn how to scale international brands and promote successful products with our cutting-edge digital marketing degree. This Bachelor programme offers integrated projects to strengthen your marketing know-how and build your soft skills.

Career Opportunities

Your BBA degree in digital marketing qualifies you to work in marketing and product management, brand and content strategy, market and consumer research, as well as business consulting. You can also step into advertising, communications, and strategic management.

Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife).
- Proof of English proficiency: IELTS 6.5. We accept: Academic IELTS, IELTS Indicator | TOEFL iBT | PTE | CAE/CPE/FCE | Duolingo. Waiver possible. Preparatory English courses available.
- We offer Conditional Acceptance.

Your Path Into the Future

Our Career Service Offers You:

- Workshops and career days
- Application training and interview coaching
- Review of job application documents
- Support with internship & post-graduate job search
- Field trips to partner companies
- Access to our large network of corporate partners
- Exclusive career portal on JobTeaser.com

Financing Your Studies

- EU students have the opportunity to finance their studies with Study Now, Pay Later options via Brain Capital or Chancen e.G.
- Non-EU students can take advantage of student loans or funding opportunities offered by their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50% on their first-year tuition fees.

Gain a Competitive Edge

- Take up German language classes with our Centre for Languages and Diversity.
- "[Customise your Studies](#)" with extracurricular courses from our exclusive portfolio (for free).
- "[Wild Studies](#)" – Add a semester to your degree programme and enhance your education your way. Choose from the full range of courses available at SRH Berlin to create your individual timetable and earn additional credits.

[Apply Online Now](#)

It's fast and free.

Key Facts and Figures

Start

April and October

Duration

International Experience Track (210 ECTS): 3.5 years

Fast Track (180 ECTS): 3 years

Mode

Full time

Degree

Bachelor of Arts

Language

English

Tuition Fees

	Month	Semester	Year
EU*	€590	€3,540	€7,080
Non-EU	–	€4,500	€8,730

*including EEA, CH, Western Balkans

Your Success Is Our Mission

We offer:

- State-accredited programmes
- Practical approach: internships, case studies, field trips
- CORE: Our innovative teaching concept
- Interactive, fun learning centred on individual support